

SOCIAL MEDIA LITERACY FOR RURAL POPULATIONS AS AN INFORMATION SOURCE

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Abstract

Sindangmukti Village, located in Karawang Regency, is home to a sizable population, although their only occupations are farming, labouring, and being female employees. As a result, Singaperbangsa University Karawang's community service program, Literacy about Digital Marketing, aims to improve residents' skills, particularly those of moms, kids, and teens. The ability of a person or organization to comprehend, make use of, and apply digital technology in marketing endeavours is known as digital marketing literacy. This includes being aware of social media, data analysis, and digital marketing strategies. To effectively sell their goods or services in the current digital world, individuals or companies need to be literate in digital marketing. Developing suitable digital marketing strategies, consulting, and training are a few instances of initiatives aimed at raising digital marketing literacy. Gaining proficiency in digital marketing in Indonesia can be very advantageous for people or businesses. Increasing the likelihood of business success through the use of organized digital marketing based on verified knowledge is one of the activities' pressing needs.

Keywords: Community Empowerment, Digital Marketing, Development Communication, Participatory Communication

INTRODUCTION

The village of Sindangmukti is located in Kutawaluya District, Karawang Regency. It has a relatively high level of extreme poverty because its residents find it difficult to access educational resources; as a result, the majority of its residents are only elementary school graduates. There are just three public elementary schools and one private elementary school in Sindangmukti Village. Finding good work and enhancing their welfare will be challenging for the people of Sindangmukti Village because some of them only completed elementary school and lack any skills. They typically hold low-paying professions that don't require specialized training. Furthermore, a person's limited economic potential raises their likelihood of poverty and degrades their quality of life.

This may affect the productivity of the domestic labor force and lessen the nation's ability to compete on the international stage. Based on a situation analysis, the service member—a lecturer at Singaperbangsa University—came to the conclusion that the

community's limited economic potential might hinder the region's ability to grow economically. These effects include declining investment, declining productivity, and declining purchasing power among the populace. Low purchasing power can lower demand for products and services, which in turn lowers investment and production. In addition, the low economic capacity of the community in Sindang Mukti Village can limit its access to resources and economic opportunities, which can hinder regional economic growth and worsen the area's health and educational conditions.

Despite the aforementioned issues, the Sindangmukti Village community has a good chance of developing, especially with the help of the Karawang Regency Government, which is working to lower the rate of extreme poverty. The community has also benefited from a significant amount of aid and has developed a respectable amount of social capital. Social capital is defined as (Mega & Anggraeni, 2022) the resources that society owns in the form of norms or values that help to establish positive social relationships between individuals and groups as well as collaboration and coordination to effectively and efficiently accomplish shared objectives. A collection of informal meanings and values that are naturally split into groups that are highly probable makes up social capital. In addition to ideas and customs that promote collaboration and coordination in the pursuit of shared objectives, social networks that are created between people or groups can also be considered forms of social capital (Mangkuprawira, 2016). In social life, mutual aid and collaboration between communities are crucial types of social capital. This social capital makes cooperation and coordination possible in order to accomplish shared objectives successfully and effectively. Mutual aid and collaboration between communities can improve social links between people and groups, as well as norms and trust that support coordination and cooperation in the pursuit of shared objectives. Thus, communities' ability to work together and support one another can be crucial social capital for creating a peaceful and fruitful social existence. The rural feel of Sindang Mukti Village has economic potential and selling power if it is effectively used and branded, which will be extremely beneficial to the locals.

Marshall McLuhan proposed the idea of the "global village" in the 1960s. McLuhan claims that the global village emerges when communication and information flow freely and the mass media play a significant role in influencing public opinion (Nursanti, 2022). Through social media and internet channels, people can readily communicate and exchange information in the global village. McLuhan said that living in a global village molds people into unique beings and increases human involvement and interpersonal responsibility (Nursanti et al., 2021). The purpose of the service is to assist the people living in Sindang Mukti Village in becoming more empowered and capable of marketing the village's potential in order to generate income for the village's residents.

Social media is a powerful tool for determining whether digital marketing can enable a town to become economically independent. Marketing village potential through online media, such as websites and social media platforms, has been a popular and successful method due to the growing number of internet and social media users. Via social media, villages can increase market reach and brand awareness while showcasing their top goods, tourism potential, agricultural products, or handcrafted goods in an organized and quantifiable way (Nursanti et al., 2018). Social media is a useful tool for increasing the popularity and sales of village items since it makes them more accessible and even permits direct product orders through social

media platforms. In addition, digital marketing analysis can assist in determining whether the approach used will be able to meet sales goals and pinpoint any current roadblocks in the field. The employees of Singaperbangsa University Karawang are skilled in computer science, business communication, and Islamic religious education. It is intended that they will help people become more proficient in digital marketing.

IMPLEMENTATION METHOD

Digital marketing training is conducted through community service lectures for the residents of Sindangmukti Village. This service is implemented using the Participatory Action Research (PAR) method. The Sindangmukti Village faced a number of difficulties, which the Participatory Action Research (PAR) method investigated. The research identified challenges in the business and entrepreneurship sectors related to digital marketing. This service activity provides multiple solutions for the problems encountered, specifically in terms of the service procedures.

1. Strategic planning a: The planning process commenced with observations through a survey to gather data on the material requirements of Sindangmukti Village. The survey was conducted by holding Focus Group Discussions (FGDs) with representatives from citizens, village governments, youth organizations, and community leaders. Preparation of the RAB budget and expenditure plans for the purchase of materials such as banners, food supplies, certificates, resource honorariums, and many other pieces of equipment.

2. Implementation Phase

Digital marketing is a technology used to support marketing efforts focused on boosting sales for MSMEs. Beginners can gain a foundational understanding of digital marketing principles and the necessary skills for online product promotion through digital marketing courses. Below are fundamental digital marketing resources that novices should be familiar with: Introduction to digital marketing. Novices must grasp fundamental digital marketing ideas such as the definition of digital marketing, digital marketing objectives, and the advantages of digital marketing for businesses. Utilization of social media for product marketing. Social media platforms like Facebook, Instagram, and Twitter can be used for online product marketing. Novices must acquire the skills to establish social media profiles, handle material, and cultivate a following. Developing engaging and pertinent digital material related to the things for sale. Digital content, including photographs, videos, and text, can be utilized for online product promotion. Novices must acquire the skill of producing digital content that is engaging and pertinent to the things being marketed. d. utilization of data analysis tools like Google Analytics Google Analytics is used to track online marketing performance and enhance marketing efficiency. Novices must acquire the skills to utilize Google Analytics for tracking website traffic, user interactions, and conversions.

Other digital marketing methods include email marketing and SEO (search engine optimization). Utilize email marketing and SEO strategies to enhance online product promotion and boost website visibility. Novices must acquire knowledge of email

marketing and SEO to promote products on the internet. Developing websites and e-commerce platforms Utilizing websites and online stores can help expand the target demographic and boost sales. Novices must acquire the skills to design visually appealing and user-friendly websites and e-commerce platforms. Beginners can develop essential digital marketing skills to effectively promote products online and boost sales. Beginners can gain an understanding of fundamental digital marketing principles and the necessary skills for online product promotion through digital marketing courses.

3. Evaluation Stage The last phase of the study involved distributing questionnaires to assess the level of comprehension of digital marketing usage.

RESULTS AND DISCUSSION

The primary issue facing the residents of Sindangmukti Village is the insufficient access to educational resources and opportunities to enhance community capabilities, resulting in limited employment alternatives and economic productivity. Lack of access to educational help can lead to significant issues that may impact individuals' quality of life. One of the primary issues that arises is the substandard level of education. Individuals lacking educational support will struggle to acquire an excellent education, hindering their ability to participate in the workforce and earn a sufficient salary. Additionally, substandard education can impact a nation's human resources quality, therefore influencing its worldwide advancement and competitiveness. In addition to the poor quality of education, additional pressing issues include a lack of incentive to learn and limited community involvement in educational progress. Individuals lacking educational support may struggle to self-motivate for learning and engaging in educational advancement, hindering their ability to get a high-quality education. In addition, insufficient community involvement in educational growth might hinder the quality of education, thereby impeding access to high-quality education. Access to sufficient educational support is crucial for enhancing individuals' quality of life and a nation's advancement on a global scale.

Restricted access to educational resources can exacerbate poverty in a region by deteriorating economic conditions in that area. Individuals lacking educational support may struggle to acquire a high-quality education, hindering their ability to participate in the workforce and earn a sufficient salary. Additionally, substandard human resources in an area might hinder the advancement and competitiveness of that region on both regional and national scales. Restricted access to educational resources might hinder community involvement in regional progress, making it challenging to achieve high-quality development. Limited access to educational support can hinder the quality of life in an area, making it challenging to achieve a satisfactory standard of living. Access to sufficient educational support is crucial for enhancing societal well-being and advancing regional and national development. Access to sufficient educational support for poverty alleviation can enhance individuals' ability to get excellent education, thereby enhancing the quality of human resources and enabling them to compete in the workforce and earn a sufficient wage. Furthermore, providing sufficient educational assistance can enhance community involvement

in regional development, leading to improved quality of life and achieving quality development in the area.

To address the issue of individuals facing barriers to education and lacking additional skills to enhance their quality of life, the approach is to increase the availability of non-formal education (Ari Indra Susanti & Rinawan, 2019). Non-formal education is a viable option for individuals facing challenges in accessing formal education, as it may be tailored to suit the requirements and circumstances of a given society (Indy, 2019). Non-formal education encompasses a variety of programs, including skills training, language classes, and certification programs (Susanti, 2020). The government and non-governmental organizations can increase access to non-formal education by offering affordable and easily accessible facilities and activities to the community (Sandi et al., 2022). In addition to informal education, the government and non-governmental groups can offer skills training to individuals lacking other abilities to enhance their quality of life (Chusniyah & Fauza, 2022). Skills training can be conducted through many programs, including technical skills training, entrepreneurial training, and financial management training (Yuniar Rahmadieni & Idar Wahyuni, 2023). By increasing access to non-formal education and offering skills training to the community (Yuniar Rahmadieni & Idar Wahyuni, 2023), the goal is to enhance the community's skills and knowledge (Risma Rismelati, Asri Soraya Afsari, 2018). This will boost their competitiveness in the workforce and help them earn a sufficient income. Enhancing individuals' skills and knowledge aims to enhance their quality of life and enable their involvement in regional development.

Informal digital marketing abilities might assist rural communities in broadening their product marketing reach and boosting revenues. Village communities can benefit from digital marketing training to learn how to promote products online via social media and websites, expanding their reach to a broader audience. Village communities can acquire a range of skills through digital marketing training, including digital content creation, social media management, and data analytic comprehension. Village communities can enhance their ability to promote products online and boost sales by developing digital marketing abilities. In addition, digital marketing skills can assist rural areas in gaining essential skills required in the workforce, including digital and marketing abilities. Enhancing the digital marketing abilities of village communities aims to improve their quality of life and enable them to contribute to regional development.

Village adolescents, girls, MSMEs, and community members interested in improving product marketing reach and increasing sales can attend digital marketing skills training sessions specifically designed for village communities. Rural towns can benefit from digital marketing training to learn how to promote items online via social media and websites, expanding their market reach. Village communities can acquire a range of skills in digital marketing training, including developing digital content, social media management, and data analysis. Village communities can enhance their ability to promote products online and boost sales by developing digital marketing abilities. Institutions, including colleges, training centers, and government organizations, can provide digital marketing skills training for village communities as part of their economic development projects.

Potential digital marketing resources for village communities encompass abilities like digital content creation, social media management, and data analytic comprehension. Village

communities can receive training in digital marketing to develop engaging and relevant digital material that can capture consumer interest in the products being promoted. Village communities can also acquire skills in managing social media platforms like Facebook, Instagram, and Twitter for online product marketing. Village communities can study data analysis techniques like Google Analytics in digital marketing training to analyze online marketing performance and enhance marketing effectiveness. Village communities can enhance their ability to promote products and boost sales by learning digital marketing skills. In addition, digital marketing skills can assist rural areas in obtaining the necessary skills for employment, including digital and marketing abilities.



CONCLUSION

Community service programs that enhance social media literacy among village residents act as drivers for social change and progress. Training individuals to differentiate between reliable information and misinformation online enhances their ability to make educated judgments and critically engage with encountered content. This empowerment improves their access to various viewpoints and fosters a feeling of digital citizenship in the community. Furthermore, programs that emphasize social media literacy help improve communication channels within village communities. Residents may quickly communicate essential updates, local news, and resources using platforms like Facebook, Twitter, and WhatsApp, promoting togetherness and teamwork. The efficient communication network improves community resilience and responsiveness during emergencies like natural disasters or health crises. Promoting social media literacy in village communities can help bridge gaps in access to information. These initiatives teach people how to use online resources efficiently, allowing even distant towns to remain connected to wider networks of information and assistance. The democratization of information enables residents to engage more actively in societal discussions and decision-making processes. Initiatives that improve social media literacy help promote digital inclusion and innovation in rural communities. These programs empower individuals by providing them with the ability to traverse digital platforms, investigate online learning opportunities, and engage with developing technology, ultimately leading to economic empowerment and entrepreneurial pursuits. Villagers can use social media to display their products, engage with potential customers, and reach new markets outside of their local area. Community service initiatives that focus on improving literacy in social

media for rural communities are crucial for enhancing empowerment, communication efficiency, information access, digital inclusion, and innovation. Investing in these efforts can help stakeholders create a more interconnected, knowledgeable, and adaptable society where each person can succeed in the digital era.

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