

## DEVELOPING LANDING PAGES AS DIGITAL MARKETING TOOLS FOR MSME PRACTITIONERS IN CIGUGUR: AN EDUCATIONAL APPROACH

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### Abstract

Cigugur Village as one of the Tourism Village in Kuningan Regency has great potential to improve the economy of its community through MSMEs. Many local MSME products have advantages but are not supported by appropriate marketing strategies. The majority of MSMEs still apply conventional marketing by word of mouth and entrust it to retail stores. As a result, sales tend to stagnate and it is difficult to compete with competitors in the market. Therefore, this community service was carried out to provide education to Cigugur Village MSMEs regarding the latest digital marketing strategies by creating an integrated WhatsApp Business landing page by utilizing the free features of Canva. A total of 20 participants took part in this program. After this activity was carried out, the participants succeeded in creating a simple landing page quite well. After being provided with education, there was an increase in the participants' understanding of digital marketing concepts and the practice of using them. It is hoped that this service activity can help MSME players develop their business through the use of digital marketing tools, such as landing pages, thereby having a positive impact on the survival and sustainability of Cigugur Village MSMEs.

**Keywords:** Cigugur, Digital Marketing, Landing Pages, MSMEs

### INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a very important role in the economy's growth, community empowerment, and job creation. MSME development occupies an important place in the economy, and so its development is certain to contribute remarkably to the overall performance of the nation's economy (Fujianti et al., 2024 & Lesmana et al., 2024). As an indispensable part of the economy, MSME development makes a major contribution to the nation's economic performance. According to (Marwasta & Firmansyah, 2023), in 2020, approximately IDR 8,500 trillion, about 61.97% of Indonesia's GDP, was contributed by the MSMEs and hired close to 97% of the entire labor force. These numbers highlight the vital role of MSMEs in safeguarding economic resilience or supporting the economy, especially during external shocks such as the COVID-19 pandemic that has paralyzed almost all countries across the globe. Thus, it is important to emphasize improving the

development of MSMEs due to their high availability and level of importance. To support the progression of these practices, it is necessary to take care of such factors as Human Resources (HR), marketing strategies, product quality, and capital access (Septiana et al., 2019). Accordingly, both the state and the private sector should undertake focused policies and strategies to promote, make more innovative, and expand the MSMEs. Creativity and innovation are among the fundamental tools that propel any growth and development in the business and industrial sectors. A shift in the business fortitude and environment necessitates a shift in one's perspective and approaches to many aspects (Susilowati et al., 2024).

In business competition, every business actor who wins the competition in the market will pay full attention to the marketing strategy being implemented (Atthoriq et al., 2024). A survey conducted by the Ministry of Cooperatives and SMEs identified several critical challenges faced by small and medium industries. The most significant obstacle is marketing (22.94%), followed closely by issues related to capital access (22.46%), raw material (19.5%), and competition (18.99%). Additional challenges, such as infrastructure and regulatory burdens, accounted for 4.87%. In terms of marketing strategies, the majority of small and medium industries still rely heavily on conventional methods, with 60% of businesses using traditional channels, such as word-of-mouth and physical storefronts, to reach consumers. Only 16% of businesses have adopted digital marketing or e-commerce strategies, while 8% market their products through intermediaries, and another 16% use a combination of other approaches. The relatively low adoption of digital marketing is evidence that many small and medium-scale industries do not have the capacity, skills, or technological advancement to fully utilize the available e-commerce opportunities. Digital strategy integration is not only an urgent necessity for solving the present problems but also one of the cornerstones of the sustainable development and resilience of the whole sector.

Kuningan Regency is one part of West Java Province that has great growth in the MSME sector. The number of MSMEs is increasing, showing just how wide the entrepreneurial environment is in this region. According to the 2015 data from Dinas Koperasi dan UKM, the number of MSMEs in Kuningan Regency was 21,334, employing altogether 37,506 employees. However, despite this growth, only 5,151 MSMEs—approximately 24.14%—have received formal guidance and support from the local government (Harjadi & Wachjuni, 2019). This limited outreach suggests that a large proportion of MSMEs remain underserved, highlighting the need for more comprehensive and targeted government interventions. Cigugur is highlighted as the district display for community empowerment through MSMS initiatives. This district currently serves as a model among the sub-districts in Indonesia because of its high contribution from a localized effort toward economic participation and development within the district (Salim et al., 2023). There is an urgent need to address policy gaps in support and broadened needs that will ensure MSME competitiveness and sustainability in a dynamic economic environment.

The Ciguur district us a part of the Kuningan Regency located at an elevation of 660 meters above sea level, with a total area of 27.72 km<sup>2</sup>. Administratively, the district is divided into 10 villages, with two featuring the sloping topography of Mount Ciremai, while the remaining eight are characterized by flatter plains. The district has a population of 49,390 people, with a nearly equal distribution of 25,074 males and 24,316 females. A significant portion of the population falls within the productive age range (15-64 years), offering a

promising demographic for economic development initiatives. Cigugur District is rich in natural resources, many of which have been developed into tourist attractions, such as the Palutungan Campground, Ipukan, and Mayasih City Forest. These destinations not only enhance the district's tourism sector but also complement its economic activities. Innovation and creativity management are needed to maximize business potential in tourism areas (Vivananda et al., 2024).

In parallel, the MSME sector has emerged as a key driver of local economic growth. Data recorded by the Kuningan Regency Cooperatives, SMEs, Industry, and Trade Service in 2020 showed that Cigugur had recorded 386 MSMEs, of which 187 were non-agriculture industries and 199 involved industries of food and beverages (Rizky et al., 2022). Despite such developments, only 54.7% of these MSMEs, or around 211, have entered training programs conducted by the government to develop their business processes. This calls for wider outreach and capacity-building support to realize the full potential of MSMEs within the district. If properly supported, MSMEs in Cigugur can become a cornerstone for sustainable economic growth, harnessing its natural and human resources.

With all the natural resources and the increasing number of MSMEs in the District of Cigugur, the contribution of MSMEs to community welfare improvement is still limited. From the preliminary survey, several problems are found to persistently be faced by the local MSMEs; low human resource capacity is the problem in adopting and utilizing digital technologies effectively. Digitalization amongst MSMEs is particularly needed in today's very competitive business milieu, coupled with online marketing and product development (Oktaviani et al., 2023). The MSMEs could expand their outreach to larger markets through these digital platforms. However, many MSME products in the Cigugur District remain relatively unknown, and local businesses struggle to gain acceptance in modern retail outlets. This suggests that beyond product quality, there is a need for enhanced digital marketing capabilities among MSMEs (Watulandi et al., 2023). Strengthening the digital skills of MSME actors in Cigugur would be essential not only for overcoming the local market but also for improving competitiveness in the economy, which is slowly becoming digitally driven. Targeted training programs and support would be necessary to bridge this gap to enable local businesses to increase their operations and contribute more effectively to the district's economic development.

More precisely, digital marketing strategies targeting brand awareness may be effectively implemented with cross-platform promotions and advertising supporting them (Wachjuni et al., 2023), while the landing pages will form a very important part of such processes. Landing pages in turn represent a crucial element of the marketing funnel, which is intended to convert users into leads by stimulating specific activities. However, the typical conversion rate for the landing page is no more than 2.35%, which strongly suggests substantial room for further optimization. These would require that landing pages be highly personalized and strategically positioned to ensure better conversion rates to reduce customer acquisition costs. The understanding of elements constituting successful landing pages, such as value propositions, call-to-actions, and seamless integration within the customer journey, has to be made known to MSMEs.

In the realm of digital marketing, a landing page contrasts with the homepage or any other webpage because normally, it consists of one page through links clicked on emails, digital ads, or promotional campaigns on search engines like Google, Bing, or YouTube. Unlike traditional

navigation, which involves very specific guidance for visitors to take a particular action, such as signing up or subscribing to the service or buying the product (Mahsyar et al., 2024). Thus, by simplifying the user experience and reducing barriers, landing pages can significantly enhance the power of digital marketing for MSMEs and emerge as an effective tool for market outreach.

The challenges outlined above, therefore, require a program of community service for which we would accordingly propose: training and doing it for the creation of landing pages integrated with WhatsApp Business, using the free version of Canva as a design tool. Here, Canva is one of the most accessible and easy-to-use design platforms, ensuring that MSME players can create, update, and manage an online presence at minimal cost. The program aims at bridging critical gaps in the realm of digital marketing and customer engagement, which are imperative for business development in the face of stiff competition, by equipping MSMEs with such skills.

## IMPLEMENTATION METHOD

This community service program was conducted in Cigugur Village, Kuningan Regency, and focused on providing education, training, and hands-on assistance to local MSMEs. A total of 20 participants, all of whom were engaged in various MSME ventures, took part in the initiative. Most MSMEs in Cigugur Village specialize in food and beverage products, including chips, wet and dry cakes, and sticky rice tape. Given the dominance of food-related businesses in the region, the program was tailored to meet their specific needs, particularly in enhancing their marketing and digital presence. The community service program employed a structured, multi-step approach to improve the digital marketing capabilities of MSMEs in Cigugur Village, especially focusing on landing page creation. The stages of community service activity are illustrated in the diagram below:



**Figure 1. The Stages of Community Service Activity**

**Stage 1:** At this stage, the service program conducted an in-depth site survey of Cigugur Village. The team visited MSMEs to conduct on-the-spot observations of their business processes and assess current marketing strategies. Through interviews and focus groups, we have found the essential problems of MSMEs to be, above all, digital literacy and online marketing.

**Stage 2:** Information was analyzed by the team to arrive at a customized digital marketing strategy for solving the problems of MSMEs. In this regard, the training on how to create landing page integrations with WhatsApp Business was identified as one good solution that could help MSMEs improve their digital presence and customer engagement.

**Stage 3:** The third stage consisted of planning the actions in detail that were necessary for the

smooth running of the program. These included scheduling the training sessions, assigning the roles of the facilitators, and acquiring all the resources required, such as laptops, internet access, and design software like Canva.

**Stage 4:** The fourth stage was the actual implementation of this training program itself. Over several sessions, MSME participants were briefed on why digital marketing was important and how to go about building their landing pages. With Canva as the base design tool, participants learned to build visually appealing, functional landing pages corresponding to their products. It also introduced them to integration with WhatsApp Business.

**Stage 5:** The fifth stage of the program was to measure the outcome of the training imparted. In case there is a review required to be done on landing pages created by MSMEs, the design quality, functionality, and usability are assessed. Survey and feedback forms were distributed to assess participants' satisfaction and points of improvement for future programs.

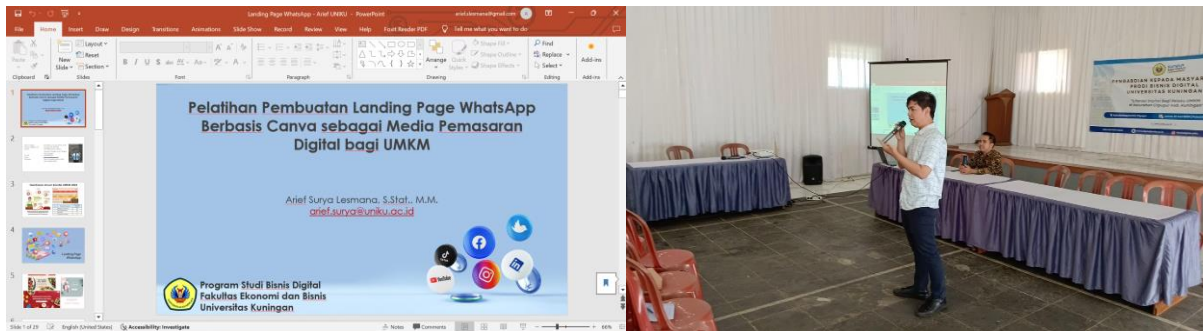
## RESULTS AND DISCUSSION

The community service program focusing on digital marketing education for MSMEs in Cigugur Village produced significant outcomes. A total of 20 participants from various small to medium-sized enterprises were actively engaged in the training, reflecting high interest in digital tools for business growth. The primary outcome of the program was the creation of a functional landing page using Canva, integrated with WhatsApp Business for seamless communication with customers. As an initial stage, on Monday 17 June 2024, we visited the Cigugur Village Head's office to carry out an interview as well as an FGD regarding the potential, and problems faced by MSMEs in Cigugur Village. From this discussion, we discovered several problems, namely, the lack of education of MSME players in digital marketing, which has an impact on product sales stagnation.

This community service program was held on Friday 21 June 2024. We use an educational approach to increase participants' understanding of the importance of digitalization strategies and their positive impact on the development of MSMEs. In this program, there are two materials provided, the first is about the basic concept of digital marketing for MSMEs, and the second is material about landing pages as well as simulations and practice. Participants were provided with a comprehensive explanation of the latest marketing trends, online business opportunities, and strategies for competing in the market. MSME players welcomed this activity. Participants participated in the activities well. This was indicated by participants' enthusiastic responses and actively asking questions during the discussion session regarding challenges to their business.

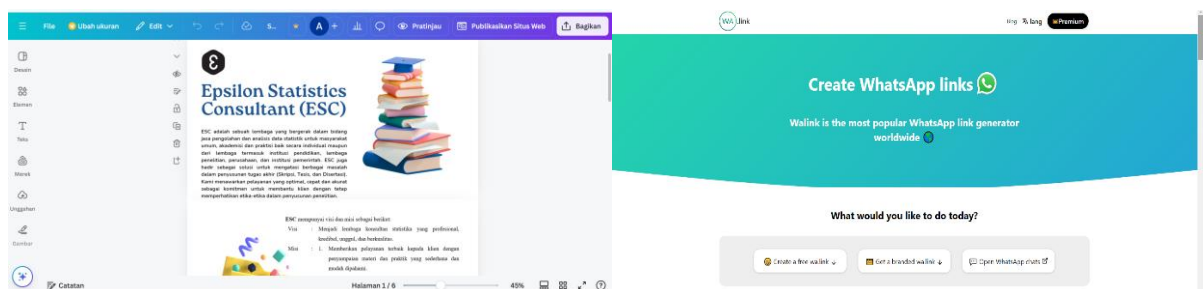






**Figure 2. The Training Implementation**

We provide practice and assistance in creating simple landing pages as an alternative to digital marketing by utilizing Canva features for free. The participants used their respective smartphones in groups for this practice. To the participants, we introduced Canva in general, including its uses and features. Using Canva has several advantages, including having a user-friendly interface, complete features, and a free version. The Canva feature allows us to integrate WhatsApp Business into the landing page. The aim is to build communication between consumers and sellers, for example, questions and answers about products, offers, or promotions, making it easier for potential consumers to make purchases. Integrating WhatsApp Business into a landing page is not difficult, just insert the WhatsApp number into the landing page and activate the button. Participants are also provided with other methods such as using a QR code.



**Figure 2. Simulation results for creating a landing page**

The following is an example of the results of creating a landing page by one of the participant groups. Through monitoring and providing tutorials, all participant groups have been able to apply Canva in creating simple landing pages, even though it takes a lot of time. This is because the majority of participants were not familiar with the Canva application before. During practice, we encountered several obstacles such as internet interference. However, with the team collaboration with the Village government, this can be resolved quickly. The landing page produced by the participants was assessed and met the criteria for a good simple landing page in terms of design quality, function, and usability.



**Figure 3. The result of a simple landing page created by the participant**

So far, the marketing methods used by Cigugur MSMEs are still conventional, namely direct word-of-mouth promotion. Some of them have started promoting through posts on Facebook and WhatsApp. However, this is still less than optimal and far from the expected target. Therefore, in this activity, the participants are also provided with knowledge about ways to create interesting content to post on the landing page, including making product photos/videos, product descriptions, copywriting, and layout design for landing pages. Apart from that, through the integration of landing pages and WhatsApp business, participants are also given education on how to receive orders and respond to comments, reviews, or testimonials from customers. This is so that MSME players can implement responsive strategies in their businesses.

After the training was carried out, we distributed questionnaires to the participants to measure the extent to which the participants understood the material presented. We used an adapted questionnaire from Hanif et al. (2022). A summary of the survey results is presented in the table below:

**Table 1. Summary of the Survey Result**

Statement	Strongly		Agree	Strongly
	Disagree	Disagree		
Digital marketing plays an important role in supporting the success of MSME businesses.	0	0	2	18
I feel that using digital will help my business become better.	0	0	0	20
MSME players must implement digital marketing to win the market competition.	0	0	4	16
Landing pages are effective promotional media.	0	0	9	11
I find creating landing pages with Canva easy to do	0	3	12	5
Creating landing pages with Canva is more cost-effective	0	0	3	17

Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
Combining WhatsApp Business with a landing page makes it easier for me to interact with potential customers	0	0	2	18
I am interested in implementing landing pages in my business.	0	0	0	20

Data Description (2024)

The survey results above show that providing education regarding landing pages to Cigugur MSMEs can increase their literacy, understanding, and awareness regarding the role and potential of using landing pages as an effective digital marketing tool. This can be seen from the participants' responses, most of whom strongly agreed with the questionnaire's 8 aspects (statements). We also found that after being given education, all participants felt interested in implementing landing pages in their respective businesses. The results of this service strengthen the results of the previous service carried out by Watulandi et al. (2023) and Oktaviani et al. (2023) which shows that digital marketing can be an option for increasing business scale to prepare for global competition and improve the economic levels of MSMS business actors.

## CONCLUSION

The problem of increasing the human resource capacity of MSME actors to apply digital technology as a marketing medium needs special attention. Cigugur Village has the potential for unique MSME products. However, sales tend to be stagnant and it is difficult to compete because they still use conventional marketing strategies, the human resources of MSMEs still lack knowledge about the role and potential of digital marketing. The service was carried out to provide education to MSMEs in Cigugur Village regarding creating an integrated WhatsApp Business landing page. This activity was attended by 20 participants. The results of the service showed a positive response from the participants who actively took part in the landing page creation training. At the end of the training, participants succeeded in creating a simple landing page which can later be developed to promote their products. It is hoped that this service can increase awareness of the importance of adaptive marketing strategies amidst the onslaught of the digital era.



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