

DIGITAL MARKETING AS A MARKETING SOLUTION FOR RUMAH JAMU MIRASA, SAWANGAN VILLAGE, LEKSONO, WONOSOBO

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economy, particularly as major contributors to employment and the Gross Domestic Product (GDP). One of the promising MSMEs is Rumah Jamu Mirasa in Sawangan Village, Wonosobo Regency. However, this business faces challenges in its conventional marketing methods, which result in relatively low income. This community service program aims to enhance the competitiveness of Rumah Jamu Mirasa through the implementation of digital marketing. The method used is Participatory Action Research (PAR), involving MSME actors actively in problem identification, planning, implementation, and evaluation. The results show an increase in MSME actors' understanding of digital marketing strategies and a rise in sales turnover after utilizing social media and e-commerce. These findings demonstrate that digitalization has a positive impact on MSME development, particularly in expanding market access and increasing sales. This program is expected to serve as a model for empowering local MSMEs to compete in the digital era.

Keywords: MSMEs, Digital Marketing, Participatory Action Research, Herbal House, Empowerment

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are productive business entities managed independently, either by individuals or organizations, operating across various economic sectors (Hanim & Noorman, 2018). MSMEs often begin from individual initiatives to create employment opportunities for themselves and others. Although some view MSMEs as only benefiting certain groups, in reality, they play a vital role in reducing unemployment in Indonesia. Due to their ability to absorb large numbers of workers, MSMEs help decrease unemployment rates in various regions. Furthermore, MSMEs make a significant contribution to both regional and national income. They also play a crucial role in optimizing the use of local natural resources that were previously underutilized. Through MSMEs, local resources can be transformed into economically valuable products, increasing community income and contributing positively to the national economy (Handini et al., 2019). According to data from Statistics Indonesia (BPS, 2023), MSMEs contribute approximately 60% to Indonesia's GDP

and absorb more than 97% of the total workforce. One type of MSME with significant potential is the rumah jamu or herbal medicine house, which produces and sells jamu—a traditional Indonesian herbal drink known for its health benefits. Despite this potential, many rumah jamu face marketing and business management challenges, affecting their competitiveness and sustainability.

One of the main challenges faced by rumah jamu businesses is the limited use of digital technology to expand their market reach and improve operational efficiency. In this context, digitalization becomes a highly relevant solution. According to Rogers (2003) in his Diffusion of Innovation Theory, the adoption of technology by organizations or individuals is influenced by factors such as perceived relative advantage, compatibility with user needs, and the complexity of use. Barney (1991), through the Resource-Based View (RBV) theory, states that a firm's competitive advantage depends on its internal resources that are valuable, rare, inimitable, and non-substitutable. In the context of MSMEs, the ability to master digital technology and online marketing strategies can become a strategic resource to strengthen competitiveness and ensure business sustainability in the digital era. Furthermore, Davis (1989), in the Technology Acceptance Model (TAM), explains that technology adoption is influenced by users' perceptions of its usefulness (perceived usefulness) and ease of use (perceived ease of use). In the context of Rumah Jamu Mirasa, digital marketing training increased the business owner's perception of the ease and benefits of technology, encouraging more active adoption of digital platforms. Digitalization of MSMEs through the use of digital platforms such as social media and e-commerce offers vast opportunities to expand market access. According to Masykur (2021), digital technology use helps MSMEs improve marketing effectiveness, expand distribution networks, and reach broader audiences. However, many rumah jamu MSMEs still underutilize digital tools.

Mrs. Ponirah is one of the producers and sellers of jamu located in Sawangan Village, Leksono District, Wonosobo Regency. Her business activities are relatively simple, relying on sales through nearby shops and acquaintances. The following table presents her gross income over the past year:

Table 1. Gross Income of Rumah Jamu Mirasa

No	Month	Turnover
1	March 2024	Rp 4,100,000
2	April 2024	Rp 4,050,000
3	May 2024	Rp 4,060,000
4	June 2024	Rp 4,120,000
5	July 2024	Rp 4,100,000
6	August 2024	Rp 4,090,000
7	September 2024	Rp 4,050,000
8	October 2024	Rp 4,100,000
9	November 2024	Rp 3,950,000
10	December 2024	Rp 4,130,000
11	January 2025	Rp 3,900,000
12	February 2025	Rp 3,890,000

Source: Processed data, 2025

Assuming Mrs. Ponirah earns a 25% profit margin, her average monthly income is approximately Rp 1,000,000. Considering that the 2025 minimum wage in Wonosobo Regency is Rp 2,299,521 (Kompas.com), this income is relatively low, indicating the need for new strategies to increase revenue.

Mentoring for digitalization is essential to help MSMEs like Rumah Jamu Mirasa improve their understanding and skills in business management through digital tools. According to Suyanto (2022), proper mentoring can positively influence MSME development by increasing human resource capacity and introducing more efficient marketing and management methods. Thus, community service activities focusing on digitalization are highly relevant to support this transformation. Through digital technology, rumah jamu businesses are expected to enhance their competitiveness both locally and globally.

IMPLEMENTATION METHOD

The community service program in Sawangan Village applied the Participatory Action Research (PAR) approach, emphasizing active community involvement—specifically Rumah Jamu Mirasa—and collaboration at every stage of business development. PAR engages participants not only as beneficiaries but as active partners in problem-solving and business decision-making, particularly in adopting digital marketing practices (Suwendi et al., 2022).

The program followed several steps:

1. Problem identification – jointly conducted with partners to identify key business development barriers.
2. Collaborative planning – formulating strategies, including digital marketing adoption.
3. Implementation – conducting digital marketing training and applying designed strategies.
4. Evaluation – assessing outcomes and formulating follow-up actions.

This approach aims to provide sustainable solutions while enhancing the capabilities of MSME actors.

RESULT

The digital marketing-based community service program for Rumah Jamu Mirasa was conducted through several structured activities, including observation, analysis, and implementation. The team started by observing the business activities of Mrs. Ponirah, identifying her understanding of digital marketing and analyzing the market potential. The observations revealed that most local residents were unaware of Rumah Jamu Mirasa and the health benefits of herbal jamu. This finding became the foundation for a broader public awareness campaign introducing the benefits of herbal jamu while simultaneously promoting Rumah Jamu Mirasa.

The team also researched effective ways to introduce herbal jamu, including explaining its natural ingredients and their health benefits. They participated in the production process—from raw materials to finished products—and introduced practical digital marketing techniques to Mrs. Ponirah. The content of Research/Community Service is in the form of achievements from Research/community service activities that have been carried out. The results of

research/service can be in the form of tables, graphs or images and accompanied by a discussion of the results of the discussion of community service activities.

The socialization process successfully improved the MSME actor's understanding of digital marketing as a modern solution for promoting traditional herbal products. Previously, Rumah Jamu Mirasa relied on conventional marketing and word of mouth. After the mentoring, the owner realized the economic potential of adopting digital strategies.

DISCUSSION

Training covered social media marketing, e-commerce utilization, creating effective online posts, managing digital ads, and analyzing marketing data. This hands-on approach was well-received and directly applicable to the business's needs. The program opened new economic opportunities for Mrs. Ponirah, who gained more customers after implementing digital marketing. The digital era has created global markets, but also intense competition. According to Porter's Five Forces Model (Porter, 1980), competition intensity depends on factors like new entrants and customer bargaining power—both of which are heightened in digital markets. Thus, digitalization is an essential step for MSMEs to survive and thrive.

Table 2. Gross Income of Rumah Jamu Mirasa After Digital Marketing Training

No	Month	Turnover
1	May 2025	Rp 5,050,000
2	June 2025	Rp 5,060,000
3	July 2025	Rp 5,450,000

Source: Processed data, 2025

The table shows an increase in income after digital marketing training, indicating higher sales and profits for Rumah Jamu Mirasa.



Figure 1. Photo with the MSMEs owner

CONCLUSION

From the implementation of this community service program, several important conclusions can be drawn. First, through the process of socialization and direct mentoring, the MSME actors—particularly the owner of Rumah Jamu Mirasa—gained a more comprehensive understanding of how to market their products effectively in the digital era. The mentoring sessions not only introduced the basic concepts of digital marketing but also provided practical training on how to utilize various online platforms such as social media and e-commerce to promote and sell their products. This empowerment has improved the participants' digital literacy, which is a crucial skill in today's increasingly technology-driven business environment.

Second, the high level of enthusiasm and participation shown by the MSME actors demonstrates a growing awareness of the importance of adopting modern marketing strategies to remain competitive in the marketplace. The willingness to learn and apply new knowledge reflects a positive shift in mindset—from traditional and conventional marketing approaches toward more innovative, technology-based strategies. This cultural change is essential for ensuring the sustainability and long-term competitiveness of local MSMEs, especially in rural areas such as Sawangan Village.

Third, the program has had a tangible and positive impact on the economic performance of Rumah Jamu Mirasa. After the introduction of digital marketing strategies, the business recorded an increase in sales turnover and a broader customer base. The use of digital media has helped expand market reach beyond the immediate local area, enabling the business to attract new consumers who were previously unaware of the product. This demonstrates that the integration of digital marketing not only supports business growth but also strengthens the resilience of MSMEs in facing the challenges of the digital economy.

Overall, this community service activity proves that digital transformation is a key factor in empowering local businesses to compete in today's dynamic and highly competitive market. The success of this program also highlights the importance of continuous assistance and collaboration between academic institutions, local governments, and business actors to ensure the sustainable development of MSMEs in the digital era.

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