

Socialization of the use of Digital Marketing Products Through Social Media in Kelurahan Dauh Puri, Denpasar

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ABSTRACT

This program aims to improve the understanding and skills of business actors in utilizing social media as an effective marketing tool. In today's digital era, marketing strategies through social media are one of the key elements in increasing business competitiveness, especially for micro, small, and medium enterprises (MSMEs). This activity is carried out through several stages, starting from planning, socialization, implementation, to mentoring and evaluation in Kelurahan Dauh Puri, Denpasar, Bali. The results of this program show an increase in participants' insight into digital marketing strategies, optimization of promotional content, and utilization of paid advertising features to expand market reach. In addition, this program also has an impact on the growth of participants' businesses, as seen from the increase in customer interaction, the number of social media followers, and online transactions. To ensure the sustainability of its benefits, a digital marketing community was formed that allows participants to continue learning and sharing experiences, and further training is planned in collaboration with local governments and the business community. With this program, it is hoped that business actors can be better prepared to face the challenges of digital marketing and increase their competitiveness in an increasingly competitive market.

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INTRODUCTION

Communication is an element that is inseparable from every aspect of human life, (Suparna et al., 2024). Technology communication is then separated based on the viewpoint of the person in charge of managing and distributing the message, the media that is utilized, the kind and character of the message that is sent, and the subsequent feedback, (Pratiwi, 2017). The rapid development of information and communication technology has brought significant changes in various aspects of life, including in the fields of business and marketing. Digitalization creates new opportunities for business actors to reach a wider market at a more affordable cost compared to traditional marketing methods. (Pratiwi, 2017), Through digital marketing, business actors can promote their products

more interactively and attractively, while reaching potential customers more effectively. (Sahri & Pratiwi, 2024), In the digital era, social media has become the main platform for MSMEs to promote their product. In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in national economic growth. (Pratiwi et al., 2022) However, in today's digital era, MSMEs face increasingly complex challenges. One of the main obstacles faced is the lack of understanding of effective digital marketing strategies. Many MSMEs still rely on conventional marketing methods, such as word of mouth, direct marketing, and the use of print media, making them less able to compete in the ever-growing digital era. (Sahri & Pratiwi, 2024)

(Abigail et al., 2024), Everyone in the world needs an effective marketing strategy to sustain their business and attract customers. Social media has become one of the most effective digital marketing tools and is widely used by various types of businesses. (Pratiwi, Sudipta, et al., 2024), SMO leverages social media platforms to oversee and enhance brand visibility and engagement. With the right strategy, social media can increase product visibility, build interactions with consumers, and speed up the transaction process. However, the challenges often faced by business actors include creating interesting and relevant content, understanding platform algorithms, and optimizing features such as paid advertising, online shopping, and collaboration with influencers.

(Pratiwi et al., 2021), The presence of community service and the involvement of students in villages are expected to assist MSMEs actors in expanding their businesses through social media marketing. Given these conditions, a socialization and training program is needed regarding the use of digital marketing through social media so that business actors can optimize this technology to the maximum. With ongoing assistance, it is hoped that business actors can expand their businesses and increase competitiveness in the digital era. (Pratiwi et al., 2024), This step was taken to increase the capacity of human resources (HR) in managing the business. (Pratiwi et al., 2021), This period's community service program is spread across various regions in Bali, aiming for student to assist villages in developing their local potential while also gaining valuable lessons from their experiences in the assigned communities. This Community Service Program (KKN) is held as a form of community service with the aim of helping MSMEs and small business actors understand and implement digital marketing effectively. (Pratiwi et al., 2023) Through this socialization, it is hoped that participants will not only understand the theory of digital marketing, but also be able to apply it in their daily marketing strategies. Thus, this KKN activity can be a real solution in helping business actors adapt to technological developments and increase their competitiveness in an increasingly competitive industry. (Abigail et al., 2024), The goal of this Field Work Practice program is to offer education and training of utilizing social media as a tool for digital marketing.

IMPLEMENTATION METHOD

(Yasser Abed et al., 2022), The rapid advance of technology and the digital realm is bound to affect the economic landscape. Globally, marketing trends are shifting from traditional offline approaches to online platform. The implementation method of the Socialization of the Use of Digital Marketing Products Through Social Media program is carried out through three main stages: preparation, implementation, and evaluation. (Harto et al., 2023), MSMEs can showcase their products and services to a wider audience through social media at a minimal cost. However, not all MSMEs are able to effectively harness social media for their marketing efforts. The preparation stage includes a survey of participant needs, selection of training materials, and preparation of modules and strategies for implementing socialization. In the implementation stage, activities begin with the delivery of material on the basic concepts of digital marketing, the use of social media for marketing, and techniques for creating interesting content. Furthermore, participants are given practical training in managing business accounts on social media, starting from optimizing profiles, using marketing features such as paid advertising, to interacting with customers. After the training, a direct practice session and mentoring are carried out so that participants can apply the strategies that have been learned with the guidance of an instructor. The evaluation stage is carried out by measuring the level of understanding of participants through questionnaires and discussions and analyzing the impact of digital marketing implementation on participants' businesses.

RESULTS AND DISCUSSION

Community Service Results

(Abid et al., 2022; Zulkarnain, 2023), Program planning and implementation are prepared by adapting to local potential. The Socialization Program for the Use of Digital Marketing Products Through Social Media has succeeded in providing understanding and skills to participants, especially small and medium business actors, in optimizing social media as an effective marketing tool. This activity in Kelurahan Dauh Puri, Denpasar, Bali very useful to people about digital literacy. Social media has developed into the most popular means of communication, opening up opportunities to maximize its role as an online information and communication platform, so that it can influence behavioral changes and shape people attitudes. After participating in the socialization, participants showed an increased understanding of digital marketing strategies, creating interesting content, and using social media features such as Instagram Ads, Facebook Marketplace, and WhatsApp Business. In addition, participants also gained insight into the importance of digital marketing data analysis to measure the effectiveness of the promotional strategies they implement. (Riwoe & Mulyana, 2022), Along with technological advances, the variety of trends in the business world is increasingly diverse, one of which is the digital marketing trend. (Purwantoro & Masruchin, 2022), Digital marketing is a marketing or promotional activity that relies on digital media or the internet as its main tool, so that an online presence is a must.

During the program, participants were given training in stages, starting from an introduction to the concept of digital marketing to direct practice in managing their business accounts. Several participants who previously only used social media passively are now able to create their own promotional content, increase interaction with customers, and utilize the insights feature to analyze the development of their business. This success can be measured through indicators of increasing the number of followers on social media, increasing the level of interaction with the audience, and increasing the number of transactions made online.



Pitcure 3.1 Community Service activity in Kelurahan Dauh Puri, Denpasar, Bali

Obstacles Encountered in the Field

During the implementation of the Socialization Program for the Use of Digital Marketing Products Through Social Media, several obstacles were found in the field, especially related to the lack of initial understanding of participants regarding the concept of digital marketing. Many participants are still unfamiliar with using social media as a marketing tool, so it takes longer to understand the material provided. In addition, limited stable internet access and adequate technological devices are the main obstacles for some participants in managing business accounts effectively. This has an impact on their limitations in implementing digital marketing strategies optimally, especially in terms of creating and publishing promotional content.

In addition to technical constraints, the aspect of consistency in implementing digital marketing strategies is also a challenge, where not all participants can routinely manage their business accounts due to limited time, technical skills, or motivation. Difficulty in creating attractive promotional content, both in terms of visual design, copywriting, and utilization of social media features, is also an obstacle in increasing the appeal of their products. In addition, the use of paid advertising features is still a major challenge for participants, especially in setting target audiences, managing budgets, and analyzing promotional data to be more effective. These obstacles are the main concerns in the program, so various solutions need to be implemented so that participants can more easily adapt digital marketing strategies in their businesses.



Pitcure 3.2 Obstacles Encountered in the Field



Pitcure 3.3 Obstacles Encountered in the Field

Solutions provided

To overcome the various obstacles faced by participants, this program implements a gradual training strategy with the delivery of materials using simple and easy-to-understand language. Direct examples and case studies are used so that participants can more quickly master the concept of digital marketing and how to apply it in their business. In addition, to overcome obstacles to internet access and devices, activities are carried out in locations with a stable internet network, and participants are encouraged to share devices during practice sessions. With this approach, participants can still follow the training optimally despite having technological limitations.

In addition, ongoing mentoring and monitoring are carried out through consultation sessions and online discussion groups so that participants remain motivated in implementing digital marketing strategies consistently. To improve content creation skills, participants are given training in using free applications such as Canva, CapCut, and Snapseed so that they can produce attractive promotional materials without requiring complex design skills. In addition, special sessions on paid

advertising on social media are also held to guide participants in determining target audiences, managing budgets, and analyzing advertising effectiveness to be more optimal. With this solution, it is hoped that participants can develop their businesses more professionally and competitively in the digital era.

CONCLUSION

The Socialization Program for the Use of Digital Marketing Products Through Social Media has succeeded in increasing participants' understanding and skills in utilizing social media as an effective marketing tool. Through the stages of socialization, training, and mentoring, participants gained insight into digital marketing strategies, creating attractive content, and using paid advertising features to expand their business reach. The results of the program showed an increase in customer interaction, the number of social media followers, and online transactions, which indicates the effectiveness of implementing digital marketing in business development. Although there were several obstacles such as limited internet access, lack of initial understanding of participants, and challenges in content creation, the solutions provided in the form of gradual training, use of free applications, and ongoing mentoring have helped participants overcome these obstacles. With the existence of a digital marketing community and a plan for the sustainability of this program, it is hoped that participants can continue to develop their skills and compete more competitively in the digital era. In order for the benefits of this program to be more optimal, it is recommended that there be regular strengthening of mentoring through more specific advanced training according to the needs of participants, such as SEO optimization, data-based marketing strategies, and more effective paid advertising management. In addition, cooperation with local governments, academics, and the business community needs to be expanded so that the scope of the program can reach more business actors, especially MSMEs that are still less exposed to digital technology. The use of social media as a marketing tool also needs to be continuously adjusted to the development of digital platform trends and algorithms so that participants can continue to compete in the dynamic business world. Periodic evaluation of participants who have participated in this program is also important to ensure that the implementation of digital marketing strategies runs consistently and has a real impact on their business growth.

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