

Utilization of Online Digital Marketing for Product Development Through Social Media

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ABSTRACT

In today's tight business world competition, all businesses must pay attention to online marketing. One of the problems that emerged during this Community Service activity was that the people of Kelahan Harjosari II, Medan Amplas District did not have the knowledge of how to market their goods digitally, which would enable them to make more of their goods for their family's needs. The aim of this counseling is to help them understand better about digital marketing. MSMEs in Harjosari II Village, Medan Amplas District, are the targets of this community service program. The method of implementing this activity is through presentations and lectures. The result of community service activities is increased knowledge and understanding about online marketing, as shown by the social media selection strategy used for online marketing activities because social media is very popular in Indonesia. Participants can also create marketing content that suits their target market and product type.

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INTRODUCTION

The national and sectoral economy can be improved by micro, small and medium enterprises (MSMEs). Important economic indicators show the important role of MSMEs in the economy, such as their contribution to GDP of 63% and employment of 99%. However, there are still several obstacles that prevent the growth of MSMEs from moving up in class. These limitations arise when MSMEs develop. This type of micro, small and medium business still relies on traditional product marketing. In the context of this community service, MSMEs in the Harjosari II sub-district will be given counseling on marketing, promotion and product introduction via the Internet. Indonesia is ranked the fourth largest internet user in the world after China, India and the United States (Sagita & Wijaya, 2022). Increasing public understanding about digital marketing is the goal of this service program. This community service program ditujukan kepada pelaku UMKM yang berada di Kelurahan Harjosari II Kecamatan Medan Amplas. This outreach activity helps the community, especially small businesses. Even though MSMEs have a lot of potential to develop, there are often several obstacles, such as limited access, quality of available resources, technology and information. So in this case the Al-Washliyah Muslim Nusantara University Community Service Team needs to hold community service activities with the aim of reducing the problems faced by the community, especially MSMEs. Activity participants are provided with knowledge and insight into how to market products via social media FB, WA and Instagram so that this can increase marketing and sales reach.

METHOD

Community Service Activities (PKM) is an annual program of Universitas Muslim Nusantara Al Washliyah Medan which will be carried out by UMN Al Washliyah Lecturers in Harjosari II Village, Medan Amplas District, Medan City to provide outreach to the public about the importance of Digital Marketing in this Era of digitalization.

The PKM activities will be carried out starting with several steps, namely:

1. Planning.

This step will begin by analyzing the condition and existence of the sub-district to find out partner problems and submitting a proposal to the UMN Al Washliyah Medan Research and Community Service Institute (LP2M).

2. Socialization

This step will be carried out indoors as in the Socialization of the Use of Social Media Applications to Community Groups in Harjosari II Village, Medan Amplas District, Medan City

3. Evaluation

This step will be taken to evaluate the results obtained or achieved and to see what obstacles were found during the PKM implementation.

4. Reflection

This step will be carried out to reflect on the results and obstacles found during the PKM activities so that the objectives of this activity are obtained or achieved as planned.

Partner Involvement and Participation Participants in this activity are the community in Harjosari II sub-district, Medan Amplas District. The form of partner participation in this PKM activity is to provide a place and supporting equipment for carrying out the activity and to be an active participant during the activity.

The method begins with observation in order to obtain confirmation regarding various partner problems. The following are details of the activity implementation method
Socialization activities will be carried out in several steps, namely:

1. Introduce yourself and convey the purpose of the activity that will be carried out in the room where the service has been agreed, namely at the Village Head's Office.
2. Introduce and explain the importance of marketing through digital marketing.

The method of implementing this activity is through presentations and lectures. The resource person explained material on how to market products or services digitally, especially through social media. Socialization was carried out to provide an understanding of the concept and implementation of digital-based management and marketing systems. The material that will be presented is the concept of a digital-based marketing system.

RESULTS

The community in Harjosari II subdistrict took part in digital marketing counseling at the Harjosari II Subdistrict Office, Medan Amplas District, on Monday, December 18 2023. This process began with preparation, followed by implementation and evaluation. Figures 1 show the process of implementing activities.



Figure 1. PKM Team

Implementation of activities is carried out directly face to face. The methods used in the implementation stages of the activities are presentations, discussions and questions and answers regarding marketing via social media to reach a wider marketing reach. The presentation was carried out by providing direct exposure regarding digital marketing through online media. The speakers for this activity were the Community Service team. Participants are introduced to strategies in digital marketing, determining what content to include, and others. The training material is prepared in powerpoint form so that it is conveyed well and is easy to understand. Discussions and questions and answers were carried out as part of the evaluation to get an overview of participants' understanding of the material and participants' satisfaction with the activities carried out. The expected output from this service activity is that the target community will gain strengthened knowledge and abilities to start a business and be able to market it online. Overall, this activity has run smoothly thanks to good cooperation between the pkm team and partners. As documentary evidence, at the end of the event a group photo was taken between the PKM Team and Partners (Figure 2).



Figure 2. PKM Team and Partners

The focus of the extension model is developing the potential of MSMEs. The output of this activity is that the public understands the concept of a digital-based marketing system. Counseling is provided to the public using the same method used for outreach, namely by creating content. This strategy starts with online marketing that utilizes social media. Before starting online marketing, participants are given the knowledge to create interesting content so that it reaches target potential consumers.

After there is social media promotional content, then choose social media as a means of implementing an online marketing strategy. Of the many social media available, it refers to the trend of social media use that is most widely used in Indonesia. Social media is next di gunakan adalah Instagram, facebook dan WhatsApp. Kegiatan pemasaran yang dilakukan dengan memberikan promosi online.

E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, be able to communicate on a global scale, and change the way companies do business with customers (Hasan, 2013). Social media such as WhatsApp, Facebook, Twitter, Line, Telegram, Instagram and others are no longer only used for communicating but also for running business (Winarti, 2021). Every user can easily access their social media anytime and anywhere via their smartphone (Harto et al., 2023). The ability of businesses to market and sell their goods online is being tested by the rapid development in online business. The use of patterns also makes it possible to reach a wider market (Yuliana et al., 2023).

Community Service has increased knowledge about digital marketing, which starts with the ability to create interesting content for digital promotions. Furthermore, understanding of online marketing is also increasing, as shown by the social media selection strategy used for online marketing activities because social media is very popular in Indonesia. Participants can also create marketing content that suits their target market and product type.

Based on discussions and questions and answers, the community appreciated this activity and responded positively. During the activity, the participants remained enthusiastic. To ensure the sustainability of their marketing efforts, partners must create products with certain characteristics that are worthy of being sold on the digital market. The uniqueness of the product together with good packaging will be a special attraction for customers in the digital market. The partner recommends similar events to improve product quality to make it suitable for sale. Therefore, further plans are needed to ensure that this service activity will enable the community in Harjosari II Village to carry out real digital marketing. The output resulting from this counseling

is that participants are able to create digital-based marketing strategies. The strategy developed is online marketing with a focus on marketing that utilizes social media. Before online marketing is carried out, participants are equipped with creating interesting and relevant content to reach potential target consumers.

CONCLUSION

As a conclusion of the community service activities held in Harjosari II Subdistrict for the community, it can be concluded that the activity went well and all participants were very enthusiastic about listening to the presentation of the material and hoped that other community groups in Harjosari II from Medan Amplas District could participate.

In addition, event participants have been taught how to market products via social media platforms such as Facebook, WhatsApp, and Instagram. Some of them can even create special accounts to sell their products. With more knowledge and understanding of the Harjosari II community using social media to promote their products, it is hoped that sales will increase thereby increasing people's income in the Harjosari II sub-district area. Considering the large benefits of this community service activity, further community service is needed using training methods in the future.

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