

DIGITAL MARKETING TRAINING: Strategies to Increase Sales in Indonesian Market Place

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ABSTRAK

Kehadiran pasar digital memberikan angin segar bagi pelaku usaha kecil dan menengah. Pasalnya, jika mereka mampu memanfaatkan hal tersebut, maka dapat menjangkau banyak konsumen di seluruh wilayah Indonesia. Namun, dibutuhkan pengetahuan dan kemampuan dalam pemasaran digital, yakni kemampuan membuka toko online, membuat iklan, promosi, dan pemanfaatan sosial media. Berdasarkan fenomena tersebut, maka kegiatan pengabdian ini dilakukan untuk dapat memberikan pembekalan kepada pelaku usaha kecil dan menengah tentang bagaimana melakukan penjualan secara online dengan strategi-strategi yang relevan. Metode kegiatan terdiri dari dua hal, pertama bersifat teoritis (ceramah) dan kedua berbentuk pelatihan. Kegiatan ini dilakukan pada pelaku usaha mikro di wilayah kota Tangerang Selatan di bawah binaan Dinas Koperasi. Hasil kegiatan berupa penjelasan teknis dan juga praktek tentang membuat toko online, mencari produk dari market place internasional, memasang iklan berbayar di sosial media dan pasar digital, membuat konten promosi organik di sosial media, dan membuat kata kunci yang unik sebagai mesin pencarian toko. Adanya kegiatan ini memberikan informasi, bahwa pasar sangat luas dan dapat dijangkau melalui pasar digital, dan yang diperlukan hanya ilmu pengetahuan tentang pemasaran digital.

Kata Kunci : Pasar online, Pemasaran Digital, Market Place, Pelatihan, Kewirausahaan

ABSTRACT

The presence of the digital market provides fresh air for small and medium businesses. The reason is, if they are able to take advantage of this, they can reach many consumers throughout Indonesia. However, it takes knowledge and skills in digital marketing, namely the ability to open an online store, create advertisements, promotions, and use social media. Based on this phenomenon, this service activity is carried out to be able to provide briefing to small and medium business actors on how to make sales online with relevant strategies. The activity method consists of two things, the first is theoretical (lectures) and the second is in the form of training. This activity is carried out on micro-enterprises in the South Tangerang city area under the guidance of the Cooperatives Service. The results of the activity are technical explanations and also practices about creating online stores, searching for products from international market places, placing paid advertisements on social media and digital markets, creating organic promotional content on social media, and creating unique keywords as store search engines. The existence of this activity provides information that the market is very wide and can be reached through digital articles, and all that is needed is knowledge about digital marketing.

Keywords : Online Market, Digital Marketing, Market Place, Training, Entrepreneurship

INTRODUCTION

Indonesia is one of the countries that has a population of 28 million people recorded in the demographic study in 2021 when the COVID-19 pandemic spreads throughout the world. Indonesia is one of the countries experiencing a dire economic impact so that Indonesia is currently experiencing difficulties. In the 1945 Constitution CHAPTER XIV ARTICLE 33 concerning social welfare, there are 3 important points, namely (1) The economy is structured as a joint effort based on the principle of kinship. (2) Production branches which are important to the state and which affect the livelihood of the people are controlled by the state. (3) The earth and water and the natural resources contained therein shall be controlled by the state and used for the greatest prosperity of the people. With these 3 points, it is known that the government has a responsibility for the welfare of the Indonesian people. Neglecting MSMEs, the government empowers the community to work hand in hand to help manage existing resources so that they have economic value.

However, when the COVID-19 pandemic spreads throughout the world, the Government urges people to study, work and worship from home so that all activities are carried out from home. With this appeal made many changes in the order of life in society. The call for activities from home opens up opportunities for people to do business from home. The business can be a new business that will be run or an existing business (*existing business*) but has not used internet media in its marketing.

CNN Indonesia quoted the Minister of Cooperatives and Small and Medium Enterprises (SMEs) Teten Masduki who said that online sales transactions had increased by 350% amid the Covid-19 pandemic. According to the BPS report entitled "2019 E-commerce Statistics" also stated, last year as many as 15.08% of businesses in Indonesia were run online, the remaining 84.92% were still offline. However, based on the results of the latest research revealed by the Coordinating Ministry for Economic Affairs, during the Covid-19 pandemic, there was an increase of more than 300 thousand new entrepreneurs who entered the online realm (Adithia & Jaya, 2021). The increase is quite reasonable, with social restrictions and reduced activities outside the home encouraging people to be more consumptive in conducting transactions through digital platforms.

It is also easy to find new businesses that use social media to start entrepreneurship. Some sell food, clothing, and services. Some do the job full time in place of their previous job, some fill their spare time in between their main jobs. The opportunity is indeed quite promising, because the choice of promotion platforms is also very diverse. And lately it has been seen that existing business owners have started to change their business patterns towards online sales, in addition, several fast food restaurants have started selling cold food that is ready to be warmed up at any time, to be eaten without leaving the house. There are many advantages of e-commerce, including operational benefits such as global reach, cost reduction, optimizing supply chain, and opening up business opportunities (Sikki et al., 2021).

The micro, small and medium enterprise (MSME) industry in Indonesia is one of those affected by the COVID-19 pandemic. With many shopping centers, restaurants and other industries having to close due to large-scale social restrictions to break the chain of the spread of the COVID-19 virus. , causing many industry players to switch to selling through digital e-commerce. Electronic commerce (e-commerce) related to the internet to buy, sell, transport, or exchange information, products or services (Utama, 2019).

However, even though there is an increase in new entrepreneurs entering the online realm, it turns out that many people don't know how to use the internet to do business via online, so those who already have offline businesses before because of the COVID-19 pandemic, their business is getting quieter because many buyers are reducing their activities on the internet. outside the house. Likewise for people who just want to start a business, also many who do not know how to use the internet to do business via online.

Digital Marketing

Digital Marketing can be defined as branding activities that use various web-based media (Kadi, et al., 2021). E-Marketing or digital marketing is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adjust the marketing concept itself, can communicate on a global scale, and change the way companies do business with customers (Handika & Darma, 2018). Digital marketing is marketing using the application of digital technology. One form of digital marketing using electronic media or the internet is internet marketing (e-marketing) (Sasongko, et al., 2020). E-Marketing is a marketing process that uses electronic communication technology, especially the internet. The role of digital marketing strategies can be

important in following the development of digital technology and developing plans to attract consumers and direct them to a blend of electronic communication and traditional communication (Irfani et al., 2020; Naimah et al., 2020).

Untari & Fajariana (2018) describe that digital marketing has the following characteristics:

1. Efforts to increase business interactivities with customers who depend on technology;
2. An electronic dialogue (interactive technology) to provide access to information to customers (communities, individuals), and vice versa;
3. Efforts to conduct all business activities through the internet for research, analysis and planning purposes to find, attract and retain customers;
4. Efforts to increase the acceleration of buying and selling goods and services (certain), information and ideas via the internet.

Marketing Mix

According to Fandy Tjiptono, the service marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers (Hadi & Khairi, 2020; Sari, 2020). In the marketing mix there is a set of marketing tools known as the 4Ps, namely the product. price (price), place (place or distribution channel), and promotion (promotion), while in service marketing has several additional marketing tools such as people (people), physical evidence (physical facilities), and process (process), so it is known as 7P terms. So it can be concluded that the service marketing mix is product, price, place, promotion, people, physical evidence, and process.

Service Quality

Quality of service is the consumer evaluates the quality of service obtained starting from the process and results of the delivery provided whether it is in accordance with consumer expectations, in determining the service obtained has been fulfilled properly it will be returned to the consumer because consumer views will vary in accordance with the wishes and expectations of consumers (Indana & Beni, 2021)

E-Service Quality

According to Parasuraman and Malhotra in Ariwibowo (2019) and Fadly & Sutama (2020), E-Service Quality is an electronic-based service that is used to facilitate shopping, purchasing and delivery of products and services effectively and efficiently. Meanwhile,

according to Santos in Naimah, et al. (2020) e-service quality is defined as an overall evaluation and assessment of customers regarding the superiority and quality of e-service delivery on the market place.

METHOD

In carrying out community service activities, first make preparations related to all things that support the activity, starting from preparing the material to be delivered which focuses on the delivery of marketing digitalization strategies, materials and tools needed to support the implementation of the activities, and fixing the facilities used. will be used during the activity. The final result of the preparation is intended so that the delivery of material and the objectives of the implementation of the activities are easily understood by the audience, in this case they are SMEs in South Tangerang City.

To implement this PKM program, the working procedure is as follows:

1. Preparation stage. The preparatory stage carried out includes: Initial survey, At this stage a site survey is carried out at the South Tangerang UMKM Gallery, Ruko Veranda Serpong, Jln Ciater Raya no 21. Implementation of Observations After the survey, the implementation and targets of the activity participants are determined. Team Coordination Meeting, At this stage the meeting is about the division of tasks, making an implementation schedule, starting from preparation, implementation, to evaluation and preparation of reports.
2. Stages of implementation. The stages of implementation will be carried out on March 3, 2022 at the independent UMKM gallery of South Tangerang City with the arrangement of activities that have been prepared.
3. Evaluation Phase. The evaluation stage is an assessment after a series of activities at the preparation stage are carried out by the team concerned according to a predetermined schedule. This evaluation can be in the form of improvements or suggestions for the implementation of activities to be even better in the future.
4. Stages of partner participation. Partner participation in the implementation of the PKM program is very cooperative by giving permission to the team to carry out community service at mutually agreed locations, providing information in the form of information or data needed until the implementation plan is in the form of training / mentoring activities later. In the development of infrastructure, the participation of

partners and the local government/related institutions is also required. BUMDes, Local Government, Public Works and MSMEs. etc.

The realization of problem solving in Community Service at the South Tangerang MSMEs Gallery resulted in several things that could be implemented, including:

1. Assistance to management in developing marketing digitalization strategies.
2. Assisting MSME actors from the beginning of marketing digitalization activities to implementing digital marketing in the Indonesian market place.

The target audience in this activity are all MSME business actors registered under the auspices of MSMEs in South Tangerang City. With activities related to the optimization of the marketing digitalization strategic plan, it is expected to be able to increase not only the selling value of products produced independently by MSME business actors in the southern Tangerang city, but also to broaden information insights so that the businesses that are promoted will grow and become more widely known.

Seeing the problems faced, the steps taken to achieve the goals and objectives in this activity are by holding an approach to the relevant agencies in this case the South Tangerang City MSMEs and MSME business actors through workshops and socialization and training in the form of explanations related to the objectives of the strategy. digitalization of marketing in order to increase the business scale of MSME actors which will be carried out at the South Tangerang MSME Gallery.

DISCUSSION

Based on the results of distributing questionnaires as well as in-depth interviews and observations with respondents who are UMK business actors in South Tangerang city during community service activities that have been carried out related to the use of digitalization strategies in increasing sales efforts. There was a response from respondents regarding the distribution of participant satisfaction questionnaires from marketing digitalization activities, the results obtained from 25 MSME business actors who became respondents answered, among others:

1. Overall, 88% of respondents answered the material presented according to the needs of MSME business actors. South Tangerang City, which is able to provide insight for MSEs related to procedures and strategies in increasing product sales through marketing digitalization efforts.

2. The results obtained are that 80% of respondents agree that the material presented in community service activities is very interesting
3. . 3. The results obtained are 72% of respondents feel that the material presented has greatly increased knowledge for MSME business actors, namely answering how strategic steps are taken by MSME business actors in increasing their sales
4. The results obtained 80% of respondents answered There was a good response from the presenters and the participants were very interactive, this was also supported by the presenter who looked neat, the speaker gave time to the participants to ask questions, the language used by the speaker was easy to understand, and the committee was friendly and polite to the participants who came.
5. The result was 88%. Overall, the material presented was very easy to understand because the presenters presented it in easy-to-understand language and was assisted by interesting slides.
6. The results obtained are 84% of respondents feel that the supporting facilities and infrastructure in the activities are very adequate and are satisfied.

All MSME actors feel that business activities using digital marketing assistance in marketing products can increase scale and sales more effectively and efficiently. Some MSME business actors are interested in marketing their products using social media to inform and communicate with consumers, while the social media that will be used include Facebook, Instagram and YouTube, some of these platforms are quite effective in informing all products and interacting directly with consumers, even some actors Other MSME businesses have taken the initiative to use YouTube to provide trust and foster a good image for consumers.

The majority of MSME actors use social media as a means to provide information and interact with consumers, from 25 MSMEs in total 17 of them are accustomed to using social chat in interacting and providing information to customers and 8 other MSMEs using marketplaces such as shopee, tokopedia and lazada and platforms others, such as the availability of products in the Go-Food application and the use of YouTube as a promotional medium by SMEs.

The social chat that is often used by MSME actors is Whatsapp, the platform that is often used by consumers besides being easy to use, MSME actors can also create special groups and send product catalogs to their loyal customers. Several MSME actors

collaborate with marketplaces to sell their products throughout Indonesia, in this case some consumers take advantage of major marketplace platforms in Indonesia, namely Shopee and Tokopedia. paid from consumers when their products have reached the hands of consumers. Another platform that is currently widely used is joining an online motorcycle taxi application, one of which is Go-Jek, the application provides messages and food delivery through the Go-Food application, so MSMEs feel helped by the application, some MSMEs state an increase in sales.

Digital marketing used

1. Social media

Facebook	52%
Instagram	44%
Youtube	4%

2. Social Chat

Whatsapp	76%
Telegram	24%

3. Marketplace

Shopee	44%
Tokopedia	40%
Lazada	16%

As for some of the obstacles faced by several MSME business actors in South Tangerang City, the products they usually market are less able to attract the attention of consumers because the photos displayed are deemed unattractive so that the consumer's interest in the products being marketed is very low, which is also a similar obstacle. experienced by almost all MSME business actors under the auspices of South Tangerang City MSMEs.

To answer the challenges in the problems faced by SMEs in South Tangerang, it is necessary to carry out some further training, such as training related to photo-taking techniques related to products to be marketed to attract more buyers, then assistance in editing the photo, then the process of advertising so that the reach of the products marketed will be wider.

CONCLUSION

All MSME actors stated that the use of digital marketing helped them in informing and interacting directly with consumers. MSME actors said that the use of digital marketing expanded their market share, increased awareness for consumers because MSME actors routinely update information about products every day and increase sales because some MSMEs also collaborate with several marketplaces such as Shopee and Tokopedia then for MSME actors whose category is food. and beverages collaborate with the Go-Food application to make it easier for consumers to buy their products

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