

DIGITAL MARKETING TO OPTIMIZE THE ECONOMIC POTENTIAL OF PURISEMANDING VILLAGE

Widy Taurus Sandy*, Nanda Agvi Oktavia
STIE PGRI Dewantara Jombang

*Correspondence: widy.taurus@gmail.com

Abstract

Community service activities are important for the stie PGRI Dewantara academic community as one way to understand rural conditions. This is also useful to help solve problems that exist in society. This PKM activity will be conducted throughout the month of February 2024. The trusted partners for this activity are micro, small and medium enterprises (MSMEs) in Purisemanding Village, Wonosalam. The activities carried out in the form of mentoring include coordination with village officials, interviews with MSME stakeholders, preparation of materials based on the needs of MSMEs in Purisemanding Village, and digital marketing training. From the implementation of activities, satisfactory results have been obtained, including increased understanding of the developed partners of procedures for good MSME management, as well as digital marketing.

Keywords: digital marketing, MSMEs, Purisemanding Village.

A. INTRODUCTION

1. Background

The implementation guidelines for community service are important for understanding the conditions of the district, as they relate to the need to understand the limitations and problems that exist in providing important information about the construction process as a means of utilizing and solving problems in the community.

This *Community service activities* was carried out for approximately 1 (one) month, precisely in February 2024. The expected results of this activity are to produce individuals who are sensitive and have a strong sense of responsibility in serving the community. This mentoring activity requires the support of the surrounding population so that it can obtain good results and contribute to the development process, which will ultimately improve the welfare of the residents of Purisemanding Village.

In this regard, the *Community service activities* team can act as problem solvers, motivators, entertainers, and enablers in the process of solving community problems. With this innovation, it is hoped that the community service team will be able to develop themselves into leaders or agents of change who have integrity and are skilled in handling problems faced by the wider community.

2. Profile of Fostered Partners

Purisemanding Village is one of the villages located on the outskirts and is included in the Plandaan District, Jombang Regency, East Java Province. The village has seven hamlets, namely Ngrembyong Hamlet, Puri A, Puri B, Bululowo, Ngayun, Semanding, and Turi. The village is a plain land with a sandy clay soil structure. Where the sandy clay soil conditions are suitable for use in the agricultural sector and can be utilized by the community for farming. The very large agricultural land is one of the sources of livelihood for the Purisemanding Village community. The majority of the village community is Muslim. The village community is very diverse, with this diversity being one of the characteristics of the attraction of Purisemanding Village in terms of customs, educational institutions, livelihoods, and other factors. Purisemanding Village is one of 13 villages in the Plandaan District area located 2.5 km to the north-south of Plandaan

District; Purisemanding Village is an area bordering Ploso District and has an area of 488.11 hectares. Although the majority of the community works as farmers, some have small businesses in the form of handicrafts and food and beverages. However, in developing and marketing, businesses face several challenges. One of these challenges is the lack of knowledge about digital marketing. For this reason, the writing team, assisted by several students, provided training and assistance related to digital marketing.

B. LITERATURE REVIEW

Digital marketing is the process of promoting something, such as goods or services, using digital media or technology. Kleindl and Burrow (2005) define digital marketing as a process of planning and implementing concepts, ideas, prices, promotions and distribution. So, it can be described as an effort to build and maintain relationships that are very beneficial for both consumers and producers. In the business world, the more people know about the business they will run, the faster they can get business deals. Digital marketing is important for reaching a wider market through more practical methods than traditional market research methods. The purpose of this community empowerment is to form an individual and society that is independent in planning concepts to become a strategy development in marketing a product or service. Digital marketing strategies have several advantages over traditional marketing strategies, namely: First, reaching a wider target market; Second, boosting sales figures; Third, more efficient. In addition to having strong digital marketing skills, they also have a type that is easy to learn. First, based on strategy, 1) Push Digital Marketing is a type of method that offers products to customers secretly so that they can receive purchase results quickly. 2) Pull Digital Marketing: In pull digital marketing promotions, frontality is not always necessary. This type of advertising is usually made in such a way that it makes the audience curious and wants to know more about the product being sold. In summary, based on media outreach, the strategies used are: 1) website, 2) pay-per-click, 3) search engine marketing, 4) social media marketing and 5) email marketing.

Digital Marketing Objectives In addition to increasing sales, product awareness, and market share, digital marketing also has other objectives, such as increasing product return standards and improving employee communication with customers or potential customers.

C. METHOD

Micro, small, and medium enterprises (MSMEs) are one of the most important sectors in the Indonesian economy. MSMEs can contribute 97% of all working hours and can contribute up to 60.4% of all investments made in Indonesia. MSMEs run in rural areas are beneficial, especially for the national economy. Purisemanding Village is one of the villages that has various types of MSMEs, from handicrafts to food. However, developing and marketing businesses are faced with several challenges. One of these challenges is the lack of knowledge about digital marketing. The methods used to solve this problem are: 1) Delivering material directly, 2) Discussion by conducting a question and answer session. The delivery of material is carried out directly regarding digital marketing for MSMEs. The speaker delivers material by providing examples of MSMEs that are successful in using digital media and marketing products. It is hoped that MSME actors in Purisemanding Village will know the importance of online advertising for MSMEs in the era of technological advancement.

The stages that can be carried out are as follows: The initial stage: At this stage, what is done in coordination with village officials to determine the MSMEs in Purisemanding Village that are involved in digital marketing socialization activities? Conducting interviews with MSME actors to find out activities ranging from processing to marketing MSME products. Preparation of materials based on the shortcomings of MSMEs in Purisemanding Village. I also prepared equipment and supplies such as participant attendance lists, microphones, consumption, and others. Implementation stage: At this stage, digital marketing socialization in Purisemanding Village is implemented by delivering materials directly or lectures. It was attended by MSME actors in Purisemanding Village, village officials, and the Purisemanding Village community. Monitoring and evaluation stage: At this stage, it is expected that digital marketing socialization activities can provide knowledge, benefits of using digital marketing, and marketing strategies for MSMEs in the era of technological advancement.

D. IMPLEMENTATION

Before the implementation of intensive training and mentoring activities, the author's team conducted a series of introductions, starting from village observations to survey several MSMEs in the village to obtain permits from the village office for socializing activities. The Digital Marketing socialization activity was held on Saturday, February 17, 2024, with speakers Mr. Widy Taurus Sandy SE. MSM, helped with students and the Purisemanding village community, was held at the Purisemanding village hall. Furthermore, the training and mentoring activities were carried out intensively by involving several students. This is so that the results that are implemented can be maximized. The implementation schedule is carried out according to the agreement between the fostered partners, the author's team, and the students. This is different for each fostered partner, but all of them end in 2 (two) weeks in February 2024

E. CONCLUSION

The Community Service activities carried out by the writing team aim to help the community of MSMEs actors in Purisemanding Village increase their marketing reach. In addition, this activity is also intended to encourage students to participate and play an active role in the community environment. In life, the focus of the community is not only on the knowledge that must be applied but also on how students can learn and become part of the community environment.

This community service activity received a good response and was quite successful. The fostered partners were able to apply digital marketing well. It is hoped that through understanding and using the concept of digital marketing, the general public can improve their business performance. This activity is still early and still needs further assistance. For this reason, it is hoped that the Purisemanding village officials will be able to collaborate with other parties to continue the activities initiated by the writing team.

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