

DIGITAL MARKETING TRAINING FOR KARANG TARUNA'S ENTERPRISE PRODUCTS TO INCREASE BUSINESS TURNOVER

Edi Saputra¹ Miftahul Khair² Gesit Thabrani³

Islamic Studies Department, Universitas Negeri Padang, Indonesia¹

Chemistry Department, Universitas Negeri Padang, Indonesia²

Management Department, Universitas Negeri Padang, Indonesia³

Correspondence Author: edisaputra79@fis.unp.ac.id

Abstract: Karang Taruna is a youth organization which is a partner for community service from universities. Business actors can take advantage of the rapid development of information technology to increase their business volume. Digital marketing, which is now widely used, is not well known by the Karang Taruna in the city of Padang. Karang Taruna youth are also Small Medium Enterprise (SME) actors. Therefore, training in marketing strategy, packaging design, and appropriate media design is needed to reach the target market so that sales volume can increase. The training held contained the Urgency of Utilizing Digital Marketing for SME Products; Powerpoint Based Digital Packaging Design; Digital marketing through social media and marketplace; SME Product Marketing, Halal certification. The results of this activity increasing the knowledge of participants in utilizing online media as a means of product marketing. This provides an opportunity to expand the product market which can have an impact on increasing business turnover.

Keywords: Digital Marketing; Karang Taruna; Padang; SME.

INTRODUCTION

The Small and Micro Enterprises (SME) sector has contributed to the increase in Indonesia's gross domestic product (GDP) in the last five years. The Ministry of Cooperatives and Small and Medium Enterprises stated that the SME sector experienced an increase in GDP contribution from 57.84 percent to 60.34 percent. The SME sector has also helped absorb domestic workers. Labor absorption in the SME sector increased from 96.99 percent to 97.22 percent in the last five years (Kompas, 2016).

The city of Padang is the capital of the province of West Sumatra, which like other regions has a youth forum in the form of Karang Taruna. The Karang Taruna in the city of Padang has many types of businesses in the category of Micro, Small, and Medium Enterprises (SMEs) (*Dinas Pariwisata Padang Dukung Pengembangan Ekonomi Kreatif*, 2021).

Given the large contribution of SMEs in the economy, the Padang City Government has tried hard to increase the existing SMEs to support the economic sector. Pemko Padang has established a job training centers. This should improve youth skills to produce SME products. The city of Padang has many tourist destinations, because West Sumatra is the best national halal tourism destination awarded by the Ministry of Tourism in 2016 (DetikTravel, 2016) . This will increase the opportunity for marketing SME products later.

Therefore, Karang Taruna must be able to create a business. They also have to adapt to the situation in the very competitive industry 4.0 era due to developments in information technology. The era of technology 4.0 is marked by the emergence of a business climate by utilizing the use of the internet and digitization in business processes (Wibowo & Haryokusumo, 2020) . The use of digital marketing is a business opportunity for Karang Taruna and its SMEs in the industrial 4.0 era.

According to the American Marketing Association (AMA) digital marketing is an activity, intuition and process equipped with digital technology in creating, delivering, and communicating product values to consumers and those that are directly related to others (Kannan, 2017). Digital marketing is also the use of the internet and information technology that aims to improve and expand traditional marketing functions (Prasetyo, D.S., Fahimatul, U., 2020).

Digital marketing has many advantages over conventional marketing (offline marketing), such as measuring the success of a business strategy (Nursatyo & Rosliani, 2018). Digital marketing makes it easier for business people to provide all the needs of potential consumers. On the other hand, potential consumers can get product information only by browsing the internet, thus simplifying the product search process (Purwana et al., 2017). Internet users in Indonesia in early 2021 reached 202.6 million people. This number increased by 15.5 percent or 27 million people when compared to last January 2020 (Riyanto, 2021). This shows the real prospect of digital marketing.

Based on the above background, for SMEs assisted by the Padang City Government, digital marketing techniques are needed to grow and continue even if in difficult situation of pandemic (Febrina, 2020) (Awali, 2020). This digital marketing training contains the following topics; The Urgency of Utilizing Digital Marketing for SME Products; Powerpoint Based Digital Packaging Design; Digital marketing through social media and marketplace; and How to Manage SME Product Halal Certificates.

The solution to the problems described above is that young people and SMEs understand the urgency of marketing with a new technique called Digital marketing. Digital marketing elements such as the ability to create websites, marketplaces, as well as product design and packaging techniques digitally will be trained. The solution above is expected to be a new innovation in digital marketing, especially for the Karang Taruna for SMEs in the industry 4.0 era).

METHOD

Tools used were laptops and a projector to display training materials. The participants must have smartphone with them with enough data packages for digitizing activities. The community service has been carried out through several stages which are described as follows: *Preparation and Location determination*

Coordinative approach was conducted with the Institute for Research and Community Service (LP2M) of Universitas Negeri Padang (UNP), regarding training requests from the Padang City Youth Organization. Recruitment and debriefing of accompanying students was conducted followed by determination of activity locations in Padang Youth Center, PEMKO Padang.

Participation of Partners in Program Implementation

The Padang City Youth Organization then sent young SME actors to attend training. The youth of Karang Taruna as SME actors also provided time for training.

The implementation of activities is provided in the form of training on the stages. Participants got explanation about the topic and then the discussion about the topics they did not understand. Karang Taruna should realize how important it is to understand and use digital marketing currently. There was also direct practice to Karang Taruna in registering on the web and providing knowledge in optimizing marketplace features.

Post-Activity Stage

Evaluation regarding the attendance, participants' participation and understanding of the material using appropriate assessment instruments were conducted after all. All the stages can be displayed in figure 1.

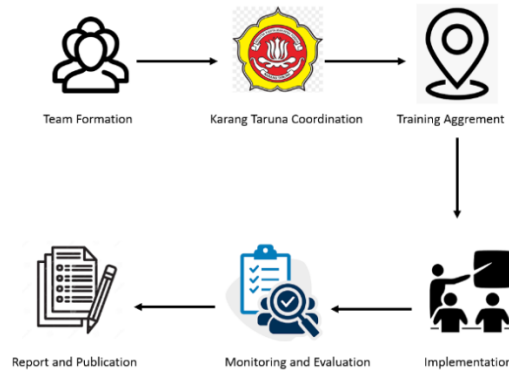


Figure 1. The community service activity stages

RESULTS AND DISCUSSION

Community service activities run well. The preparation stage was the creation of digital marketing training modules, distribution of invitation letters, and preparation of training venues. The training module contains the material during the training such as an introduction to digital marketing, preparation for using digital marketing media, creating social media accounts and e-commerce websites, to the features available on social media and e-commerce websites. This training was carried out according to the schedule and the presenters are shown in the table 1.

Tabel 1. Training schedule and topics
Day 1

No	Topics	Trainer/PIC
1	Material 1. The urgency of digital marketing of SME products in the era of industry 4.0	Edi Saputra, M.Pd
2	Material 2. Digital Packaging Design Based on Powerpoint	Gesit Thabrani, SE, MT
3	Break	Committee
4	Practice/Workshop on Powerpoint-Based Digital Packaging Design	Gesit Thabrani, SE, MT

Day 2

No	Topics	Trainer/PIC
1	Material 2. Practice/Workshop on Powerpoint-Based Digital Packaging Design	Gesit Thabrani, SE, MT
2	Break	Committee

Day 3

No	Topics	Trainer/PIC
1	Material 3. Digital marketing through social media and marketplace	Fitri Amelia, Ph.D

4	Break	Committee
3	Material 3. Digital marketing through social media and marketplace	Fitri Amelia, Ph.D
Day 4		
No	Topics	Trainer/PIC
1	Material 3. Digital marketing through social media and marketplace	Fitri Amelia, Ph.D
4	Break	Committee
3	Material 3. Digital marketing through social media and marketplace	Fitri Amelia, Ph.D
Day 5		
No	Topics	Trainer/PIC
1	Material 3. Marketing of SME Products and Halal certification	Miftahul Khair, Ph.D
4	Break	Committee
3	Material 4. How to Manage SME Product Halal Certificates	Rahmat Hidayat, M.Si

There were 30 participants who registered. Participant showed great enthusiastic during training figure 2.



Figure 2. Presentation of Material and Practice

In general, the Digital Marketing activities for the Karang Taruna Padang City SME products went well. The participants looked very excited when they started practicing the use of powerpoint in designing SME products. They examine social media and e-commerce websites on their respective computers. The participant can create good images for product advertisement (figure 3).



Figure 3. The image created from using MS Powerpoint during the event

The end of the training activity was closed by filling out a questionnaire by the participants. The questionnaire questions consist of eight questions, namely: 1) Understanding of Digital marketing; 2) Utilization of Digital Marketing; 3) Content of the Material; 4) Submission/Exposure of Material; 5) Discussion/Question and Answer; 6) Individual Practice/Training; 7) Program Benefit; 8) Program Sustainability.

From the observations made, the participants were most enthusiastic when practicing product content reviews on e-commerce websites. Participants were very excited when exchanging their respective online store names and sending product discussion messages. The evaluation results from this training can be seen in table 2.

Tabel 2. Post Training Evaluation

Answer	Question Number				
	1	2	3	4	5
1.Strongly agree	100%	25%	100%	25%	25%
2. Agree	0	50%	0	75%	75%
3. Neutral	0	0	0	0	0
4. Do not agree	0	0	0	0	0
5. Strongly do not agree	0	25%	0	0	0
Total	100%	100%	100%	100%	100%

The number of questions given are as follows:

1. After attending the training, are you willing to apply your skills?
2. In your opinion, do we need to study digital marketing?
3. In your opinion, can digital marketing training be useful for SMEs?
4. In your opinion, does digital marketing need to be held again?
5. With this digital marketing training, does it affect sales turnover?

Table 2 shows the results of the training evaluation. About 100% of the participants gave a positive response to the results of the training. Participants want to apply it. This indicates that this training provides benefits and positive changes to the participants. The ultimate goal of this training is to increase understanding and use of Digital Marketing for SME products, Karang Taruna, Padang City.

From question 2, most of the trainees can accept the perception of the urgency of using digital marketing in business. However, what is interesting is that there are participants who have different opinions from those above. This represents the public perception that product marketing is only a non-digital form. This shows that digital marketing is a new thing for society.

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This shows that digital marketing is a new thing for society. Changes in the mindset of conventional to digital marketing transformations for the younger generation require attention (Purnama et al., 2022) (Yoerani et al., 2021).

Question number 4 examines the urgency of digital marketing training to be held again. All the participants wanted it again. This shows that the training methods and materials are able to stimulate the participants' curiosity. Participants who thought conventional marketing was the only marketing technique, actually showed interest in attending the training later. This means that even though there are those who think digital marketing is questionable, they have the desire to apply it in the future.

Question number 5 confirms this. If digital marketing is applied to SME products, all participants feel optimistic that this technique is useful. 100% training continuity. participants feel the need for further training. The final thing is in question number 5. The evaluation sheet is given after 1 month after the training. Participants stated that the results of the training affect sales turnover. Some participants have started a website to create a marketplace. The growth of changes in social attitudes in business actors and youth. These MSE business actors are local leaders. Their awareness has grown about the need to transform marketing from conventional to digital. Business communication is made easier with Digital Marketing (Saputra et al., 2020).

This training show prospective results in the use of digital marketing for the city of Padang. Participants' knowledge increases about Digital Marketing strategies. They can make good promotional images. This does not have to be general, because there are also big cities whose professionals are actually skeptical of digital marketing (Khan & Siddiqui, 2014) or lack of interest in using social media as a means of promotion (Purwana et al., 2017).

CONCLUSION

This community service is useful in increasing the knowledge of participants in utilizing online media as a means of product marketing to expand the product market. Participants can also take care of halal certification in increasing online marketing leverage. It is necessary to increase the number of participants for a longer training time.

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