
Implementation of Digitalization Marketing for UMKM in Manarap Lama Village

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Abstract

Village Manarap Lama is one of the sasirangan producing villages, which is why this village is often also called sasirangan village. Results processed sasirangan usually for sale traditionally through several shops located in Manarap village itself starting from old, middle and new Manarap. This of course makes the scope of sales narrow and only buyer Which come To the store just Which know product they And the impact to income UMKM Alone Which No increase, so that required a solution in the form of training on digital marketing so that UMKM from Sasirangan village in Manarap Lama village can introduce their products to potential consumers both online and online. online or offline with the aim of getting far-reaching benefits more big from previously. Activity devotion done in a way stare advance directly with MSME actors in Sasirangan village in Manarap Lama Village, Banjar Regency. They given training menegai application digitalization marketing covers sales via social media such as WhatsApp, Twitter, Instagram, Facebook and marketplace, as well as creating interesting videos to introduce their products with help a blogger. Results activity This form making website by representatives of the Manarap Lama Village community which contains marketing of their products form Sasirangan Cloth, Good Which Still in the form of raw materials nor Sasirangan Cloth Which Already processed into clothes.

Keywords: Marketing Digitalization, Training, UMKM

Abstrak

Desa Manarap lama merupakan salah satu desa penghasil sasirangan itulah mengapa desa ini sering kali juga disebut kampung sasirangan. Hasil olahan sasirangan biasanya dijual secara tradisional melalui beberapa toko yang berlokasi di desa Manarap itu sendiri mulai dari manarap lama, tengah dan baru. Hal ini tentunya membuat ruang lingkup penjualan menjadi sempit dan hanya pembeli yang datang ketoko saja yang mengenal produk mereka dan imbasnya kepada pendapatan UMKM sendiri yang tidak meningkat, sehingga diperlukan sebuah solusi berupa pelatihan tentang digital marketing agar UMKM kampung sasirangan di desa Manarap Lama bisa memperkenalkan produk mereka kepada calon konsumen baik secara *online* maupun *offline* dengan tujuan mereka akan mendapatkan keuntungan yang jauh lebih besar dari sebelumnya. Kegiatan pengabdian dilakukan secara tatap muka langsung dengan pelaku UMKM kampung Sasirangan di Desa Manarap Lama Kabupaten Banjar. Mereka diberikan

pelatihan menegai penerapan digitalisasi marketing meliputi penjualan melalui media sosial seperti Whatsapp, Twitter, Instagram, Facebook dan marketplace, serta membuat video menarik untuk memperkenalkan produk mereka dengan bantuan seorang blogger. Hasil kegiatan ini berupa pembuatan *website* oleh perwakilan masyarakat Desa Manarap Lama yang berisi pemasaran produk-produk mereka berupa Kain Sasirangan, baik yang masih berupa bahan mentah maupun Kain Sasirangan yang sudah diolah menjadi baju.

Kata Kunci: Digitalisasi Marketing, Pelatihan, UMKM

PRELIMINARY

The era of Industrial Revolution 4.0 caused changes in everything aspect life, No internet, people can access various necessary information without limitations. Apart from that, the internet is also very necessary to access the use of social media owned by the public.

All aspects of human life have now been enhanced by its presence media social (Suryani, 2014). Through media social public capable get to know information in a different way than usual. Apart from that, media social Also become means and media communication on field business. Media social own characteristics Which different. *Facebook* And *Instagram* is examples of social media that are for making friends, apart from that perpetrator business Also can use media site personal like *WhatsApp* for promote something product (Abbas et al., 2021; Sulaksono, 2020).

Media social own role in strategy marketing (Mutiani & Faisal, 2019; Widyaningrum, 2016). According to (Jacub & Efficacious, 2020) Internet is means Which most often used public for carry out buying and selling transactions, because producers and consumers feel No need to bother having to meet the candidate directly the buyer. According to Turban & Rainer in (Saefuloh, 2020) business based on line consists of various activities that use the internet network for carry out buying and selling in the form of goods, services, partnership collaboration, services customer, and electronic transactions others who known as term digital marketing. Era digital No Possible can avoided, according to (Sulaksono, 2020) perpetrator UMKM must Can utilise in a way maximum development era digital moment This If want to still endure.

During the Covid-19 pandemic, all sectors were affected without exception MSME actors. Performance in production, market and MSME income has been hampered (Maharani & Permanasari, 2022). The principle of UMKM is family, togetherness, unity, democracy, national, efficiency, sustainable, progress, insightful environment, balance, independence as well as social economic unity (Hasan et al., 2021). In the economic field According to (Jumriani et al., 2021; Trulline, 2021) due to Covid-19 many businesses have closed down as a result of sluggish sales. However, if we investigate it more deeply UMKM have an important

role in the Indonesian economy, both in terms of labor income, number of business units and participation in product domestic gross (GDP) (Sari et al., 2021; Setiawati, 2019)

One of the MSMEs affected is the MSMEs in Manarap Lama Village, Kertak Hanyar District, Banjar Regency, namely the MSMEs in Sasirangan Village. Manarap Lama Village itself covers an area of 3.05 km². The Sasirangan Village MSME is an MSME that processes Sasirangan Cloth production with a membership of 30 people and works as a processor of Rumbia wood into Sasirangan Cloth flour. Sasirangan cloth is one of the local wisdoms of the people of South Kalimantan which is still preserved in the community (Abbas et al., 2021; Dina et al., 2023) (Dina et al., 2023).

Results processed form flour used as material base for porridge Sasirangan Cloth. Sasirangan Cloth Production Then for sale to Martapura market, Banjarbaru and Banjarmasin with use technique marketing simple and obtain turnover sale per month around Rp. 12,000,000.00. Turnover which is obtained felt Still very small especially remembering the amount member Sasirangan Village UMKM are around 30 people. If the turnover is not increase, so every member get income not enough from Rp. 1,000,000.00 per month. They need use method Which different for example marketing product through digital technology or by online. Because use method Which appropriate will determine success something business (Hendarsyah, 2020). Media social is vehicle Which capable spread information, if consistent publish it and promote product then it will achieve 100% effectiveness (Purwidianoro et al., 2016). According to (ICE et al., 2017) media social can used as a digital marketing *platform* No difficult used. Utilizing social media as digital marketing can increase sales (Gellysa Urva et al., 2022). See from problem Which There is need done training about How method utilise media social as means digitalization marketing For can increase sale And income Sasirangan Village UMKM.

Implementation activity devotion which done based on the empowerment of MSME actors in Manarap Lama Village offline (outside the network) at the Manarap Lama Village head's office 2 times activity in period time two month. Several stages carried out by the service team are the reflection stage social, stage social mapping, stage planning participatory, and stage The final stage is the implementation and evaluation stages. Approach and the initial discussion is a stage of social reflection with the perpetrator (Jaelani & Suhaemi, 2021). The final stage is the implementation stage and evaluation stage. This stage is the application of action and fielding to evaluate the activities that have been carried out. The training process held in accordance with objective Which want to achieved, in matter This related to entrepreneurial activities (Sandora & Permadani, 2021). As for objective Which want to

achieved is perpetrator Sasirangan Village UMKM Can marketing their Sasirangan Fabric products through social media (*digital marketing*) with hope increasing income Sasirangan Village UMKM.

METHOD

Activity Which done is Devotion to Public with method give Training to para perpetrator Sasirangan Village UMKM with amount participant as much 30 person. Activity PKM carried out in Manarap Lama Village, Kertak Hanyar District, Banjar Regency Kalimantan South, and done during 4 time activity training in the period time two month. As for method implementation in activity devotion This covers: 1) Giving material through introduction base about *digital marketing* for perpetrator UMKM in region Old Manarap Village; 2) Introduce Internet as media new in communicate; 3) Training to perpetrator UMKM about making videos Attractive marketing, whether carried out by UMKM themselves nor with help a content creator; 4) Training for UMKM to create social media accounts like whatsapp And Facebook. Training enter advertisement product through account *Facebook* in the markets place. 5) Stages education sustainable done as effort for can increase effectiveness media promotion digital Then give evaluation to activity promotion Which has done perpetrator UMKM through media digital. For method measurement achievement target program can is known if there is an increase in income from before using the media social as means marketing.

RESULTS AND DISCUSSION

Community Service Activities are carried out for two months in the field (UMKM Kampung Sasirangan) namely on the 15th and May 16 2023 then the next stage of training evaluation, namely date 6 And 7 June 2022. On stage beginning activity Devotion, para perpetrator UMKM Sasirangan Village given information base related importance online technology (*digital marketing*) for the progress of a business. Then next about advantages from use media online as an appropriate, easy and efficient marketing tool. Besides that public Also given education about use direct technologies the.

Based on the service activities that have been carried out, results are obtained that most of the UMKM in Sasirangan Village are still many using traditional marketing techniques, namely going directly to the market to peddle the products they sell. There are also some who have use media on line However Still nature simple like through market place contained in the Facebook application. After doing it The community service activities of the MSME actors in Sasirangan Village were very enthusiastic For apply digitalization marketing as an effort to increase income and business progress. Enthusiasm perpetrator UMKM Sasirangan Village in

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follow training This digitalization of marketing can be seen from the photos of activities taken moment training. Taking pictures the is as following (picture 1, 2, 3, 4).

Figure 1. Participants who took part in the training were enthusiastic and felt very helped by the training



Figure 2. Group photo of training participants with the service team



Figure 3. Sasirangan craftsmen sell their products in shops



Figure 4. Sasirangan cloth that has been sold online via the Tokopedia application



CONCLUSION

Based on the results of research, the creation of a website by MSME actors in Sasirangan Village, Manarap Lama Village, Kertak Hayar District, which contains product marketing in the form of sasirangan cloth, has been carried out in accordance with the stages of the training method. The final result of community service activities in the form of the use of social media such as WhatsApp, Instagram and Facebook has expanded the marketing of MSMEs so that it has an impact on increasing sales.

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