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## Assistance in Using Digital Marketing for MSMEs in Banjarmasin City

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### Abstract

*Technological developments continue to develop along with the times. Internet access is part of these developments that have influenced human life. Likewise, in economic activities, internet access contributes to the development of an MSME. Micro, Small and Medium Enterprises (SMEs) utilize information technology to run their business. This article aims to describe digital marketing as a marketing strategy for MSME products in the digital era. This article was compiled from the results of community service carried out on 28 and 29, 2021. The author uses literature studies from various sources and scientific journals in the results analysis section. Service is carried out in two activities. First, a discussion regarding the types of digital-based marketing strategies for Tanggui craftsmen. Second, training on the use of digital access in marketing Tanggui products so that it can increase customer interest. From these two activities, it was identified that participants had a great interest and desire to market their production products through digital marketing to develop and manage their businesses well. Digital marketing can make it easier for MSMEs to provide information, interact directly with consumers and expand marketing access.*

**Keywords:** Digital Marketing, Marketing Strategy, MSMEs

### Abstrak

Perkembangan teknologi terus berkembang seiring perkembangan zaman. Akses internet merupakan bagian dari perkembangan tersebut yang telah mempengaruhi kehidupan manusia. Begitu pula pada aktivitas ekonomi, akses internet memiliki kontribusi bagi perkembangan suatu UMKM. Usaha Mikro Kecil dan Menengah (UKM) memanfaatkan teknologi informasi untuk menjalankan usahanya. Artikel ini bertujuan untuk mendeskripsikan digital marketing sebagai strategi pemasaran pada produk UMKM di Era digital. Artikel ini disusun dari hasil pengabdian kepada masyarakat yang. Pada bagian analisis hasil, penulis menggunakan studi literatur dari berbagai sumber dan jurnal ilmiah. Pengabdian dilakukan dengan dua kegiatan. Pertama, diskusi mengenai jenis strategi marketing berbasis digital perajin tanggui. Kedua, pelatihan pemanfaatan akses digital dalam marketing produk tanggui sehingga dapat meningkatkan minat pelanggan. Dari kedua kegiatan tersebut diidentifikasi bahwa minat dan keinginan yang sangat besar bagi peserta untuk memasarkan hasil produksinya melalui digital marketing sehingga dapat mengembangkan serta mengelola usaha dengan baik. Digital marketing dapat memudahkan pelaku UMKM untuk memberikan informasi dan berinteraksi secara langsung dengan konsumen dan memperluas akses pemasaran.

**Kata Kunci:** Digital Marketing, Strategi Pemasaran, UMKM

## **PRELIMINARY**

Micro, Small and Medium Enterprises (MSMEs) are an economic force that can support regional and even national economies. MSME players can maintain and increase their contribution to regional economic growth and increase revenues in the state tax sector; apart from being supported by large-scale industry, they are also supported significantly by small-scale industry groups (Abbas et al., 2021; Abbas & Jumriani, 2020). The Micro, Small and Medium Enterprises (MSME) sector has increased its contribution to gross domestic product (GDP) in the last five years. The Ministry of Cooperatives and Small and Medium Enterprises (MSMEs) sees that the contribution of the MSME sector has increased from 57.84 per cent to 60.34 per cent, and the MSME sector has also helped absorb labour in the country. Labour absorption in the MSME sector increased from 96.99 per cent to 97.22 per cent in the last five-year period (Taiminen & Karjaluo, 2015). In this regard, the contribution of marketing aspects is an influential part of the resilience of MSMEs in a region. Marketing methods and techniques are essential to support an MSME's economic activities.

In today's technological developments and internet access, it is a tool that can be utilized in the marketing aspect of a product. The development of the Internet has spread to various aspects of human life. The development of information technology is currently growing, especially the development of internet technology, whose existence has an impact on and changes various aspects of daily life. One of them is economic activity, especially in the distribution sector. The contribution of the Internet to the distribution or marketing aspects of products is known as digital marketing. Nowadays, marketing media, which were initially only available through newspapers, magazines, radio, and TV, have become internet media.

Digital marketing is a new marketing approach and is not just traditional marketing that is strengthened by digital elements; it has its characteristics and dynamics that must be studied and understood more deeply to use this digital marketing medium effectively in terms of tactics and marketing strategy. (Wardhana, 2015). As stated in a survey by the Indonesian Internet Network Providers Association (APJII), more than half of the population in Indonesia is connected to the Internet. The survey conducted in 2016 showed that 132.7 million Indonesians were connected to the Internet. Meanwhile, the total population of Indonesia as a whole is 256.2 million people. There was an increase of 51.8 per cent compared to the number of internet users in 2014. The survey conducted by APJII in 2014 found only around 88 million internet users. The increase in internet users in Indonesia is due to infrastructure development and the ease

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with which people can get gadgets. This can be an opportunity for MSMEs to use information technology as a medium to develop their markets. As many as 48% of internet users in Indonesia search for goods or services online, 46% of users visit online shops, 34% of users make online transactions via computer or laptop, and another 33% of users make online transactions via mobile devices such as smartphones. This shows that the potential for online shopping and the Internet as a medium for promoting business is growing in Indonesia (Canavan et al., 2007; Mokhtar, 2015).

Social media, or social networks, are the platforms most frequently used by people. The available social networks sometimes have some differences. Some social media sites, such as Facebook, Instagram, and Twitter, only focus on friendship (Berutu et al., 2023; Jumriani et al., 2024). There are also ones specifically for finding and building relationships, like those offered by LinkedIn. More personal media are also available, such as electronic mail (e-mail) and text messages. Search engines such as Google and Yahoo can also be used. In this way, business people can also use blogs and personal websites.

According to data from We Are Social, a digital marketing agency in America, the social media platforms frequently used in Indonesia as of January 2017 are YouTube (49%) and Facebook (48%). The next position is occupied by Instagram (39%), Twitter (38%), Whatsapp (38%), and Google (36%). The rest is occupied sequentially by Facebook Messenger, Line, LinkedIn, BBM, Pinterest, and WeChat (Pradiani, 2017; Sanjaya, 2013).

The development of information technology is growing. PartMicro, Small, and Medium Enterprises (MSME) activities utilize information technology to run their businesses. The increasing number of competitors is a consideration for business actors to innovate to win the competition. Appropriate marketing communication strategies are used to achieve target market share and increase sales (Pradiani, 2017). Micro, small, and medium enterprises (MSMEs) must be able to compete. Even in this competitive era, MSME players should be aware of information technology (IT) to make it easier to market their products abroad (Abbas et al., 2023; Ilhami, 2022; Jumriani, Mutiani, et al., 2021; Mutiani et al., 2022).

In Banjarmasin City, tanggui crafts are a form of MSME product based on local wisdom: Tanggui is a traditional head protector for the Banjar people. Meanwhile, the material for making tanggui comes from palm leaves, and the tree is a type of palm that grows in mangrove forests in tidal areas near the seashore. Tanggui craftsmen can now be found in the Alalak area, especially near the Citra Bahari South Alalak Floating Market Tourist Area Pier, North Banjarmasin. It is hoped that the Tanggui craftsmen's MSME business activities will become a

superior product with local wisdom and nuances to support regional economic growth at local, national, and even global levels. This article aims to describe digital marketing as a strategy for developing local product-based MSMEs carried out through community service.

## **METHOD**

This article is the result of community service. The activity was carried out on the banks of the Kuin River in the North Alalak subdistrict of Banjarmasin City. The implementation time is 28–29 August 2021, with a full-day design. The main activities are conducting training on creating and using digital marketing via social media for Tanggui craftsmen.

The author conducted a relevant literature study to sharpen the results obtained from service activities. Library research is a theoretical study based on references, books and journals (Sarman, 2004). Apart from that, in writing this article, the author also uses an empirical approach. On this basis, this series of activities can complete the writing of service results scientifically and rationally because they are described based on experience and theoretical review.

## **RESULTS AND DISCUSSION**

In the era of internet development, almost the entire world focuses on digitalization changes in various areas, such as marketing, where marketing media is changing its consumption media from newspapers, magazines, radio and TV to internet media (Abbas, 2022; Mutiani, Supriatna, et al., 2021). According to Internet World Stats, in 2012, the Internet was used by 2.4 billion users worldwide, and users continue to increase yearly (Putro, Rusmaniah, et al., 2021). Digital marketing is a new approach, not just traditional marketing, strengthened by digital elements alone. Digital marketing has its characteristics and dynamics that must be studied and understood more deeply to use digital marketing media effectively in terms of tactics and marketing strategy (Jumriani, Handy, et al., 2021; Pradiani, 2017).

One-way digital marketing channels such as websites, e-mail newsletters, online directories, and banner advertising are marketing tools that have a very high level of control from the company, with websites having the most significant potential as a brand for the company. At the same time, SEO and SEA are marketing tools that the company cannot fully control. Because it can only provide information to buyers of goods or services offered by a company, it has a massive role in increasing buyers' awareness or knowledge of a company (Putri et al., 2021; Putro, Jumriani, et al., 2021; Sanjaya, 2013).

Two-way digital marketing channels that companies, such as blogs, fully control are starting to become less popular due to the emergence of social media, which has changed the

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relationship between marketers and buyers from control of power being in the hands of the marketer to control of power being in the hands of the buyer (Arisanty et al., 2023; Mutiani et al., 2022). The essential nature of social media is that it is a two-way communication tool between companies and buyers, making conversations between buyers and companies easier (Fitriyani et al., 2021; Lestari et al., 2020). However, on social media, buyers expect something other than marketing words. However, objective evidence or accurate information is formed from conversations about a company brand, where buyers want authentic and genuine information and conversations (Lestari et al., 2021).

The target audience in service activities here includes three groups, namely: Management of the Social Sciences Education Study Program (all lecturers), students of the Social Sciences Education Study Program, and community digital tanggui craftsmen on the banks of the Kuin River, North Alalak subdistrict, Banjarmasin. The Tanggui craftsmen include the following:

**Table 1. List of Names of Tanggui Craftsmen**

No	Name	Age
1	Nurma	52 years old
2	Sanah	48 years old
3	Mahlita	51 years old
4	Hamimah	44 years old
5	Tarmiji	52 years old
6	Rusli	44 years old
7	Idrus	61 years old
8	Arbainah	72 years old

Source: Researcher (data processed, 2021)

Community Service activities are carried out in the form of "Digital-based marketing strategies for Tanggui craftsmen on the banks of the Kuin River, North Alalak sub-district, Banjarmasin," carried out in two forms of activities, namely: First, a discussion regarding the types of digital-based marketing strategies for Tanggui craftsmen. Second, training on the use of digital channels in marketing Tanggui products so that it can increase customer interest.

**Figure 1. Tanggui Product Raw Materials**



Source: Documentation, 28 August 2021

The activity was conducted in Sungai Kuin, North Alalak subdistrict, Banjarmasin. Activities are carried out on two days, namely August 28 and 29, 2021. To resolve all the problems partners face, training and mentoring activities are carried out in various stages. The first initial stage of the Service Team's activities was to consult with the head of the craftsmen group in Purun Village to find out the type of training material and determine the training and mentoring date. After the consultation, the second stage of the core activities of implementing the service is training and mentoring.

**Figure 2.** Activities of Tanggui Craftsmen



Source: Documentation, 28 August 2021

This activity was carried out to resolve and answer existing problems: The first problem is how to develop a marketing strategy for small businesses (MSMEs) in Kampung Purun craftsmen, namely by providing training on the types of marketing strategies that are useful for small businesses, for example, explaining the types of promotional strategies for small businesses, which is needed because business actors feel they never carry out promotions. So that the products produced by small businesses can be known to the broader community, they will increase sales turnover. The training continued with practice on creating simple promotions using various promotional tools and individuals.

**Figure 3.** Tanggui Products



Source: DocumentationPersonal, August 29, 2021

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The positive thing is the enthusiasm of the participants who participated in this training, so the material provided can motivate these small businesses to promote the products they produce using the promotional tools that have been taught. The second problem is increasing income through improving quality and differentiation for small businesses (MSMEs). Practical training on how to make simple promotions is expected to motivate these small businesses to promote the products produced using the promotional tools that have been taught and increase income from alternative products with basic materials that are easy to find. UKM players are enthusiastic about taking part in training on how to make UKM products, especially those operating in the culinary services sector. This is done to understand the importance of managing capital and materials to produce goods and provide diversified, marketable products. UKM participants showed enthusiasm for product diversification training (Mutiani, Rahman, et al., 2021).

In the current digital era, MSME players will need the right information technology to grow and compete. MSME players find it challenging to get the right information technology solutions because they need exceptional staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technology products, makes MSME players confused about choosing the appropriate solution. Therefore, MSME players need guidance in choosing the right information technology according to their type of business and needs.

Digital marketing has become one of the media that business people often use because of the new ability of consumers to follow the flow of digitalization; some companies still need to abandon this conventional marketing model and move on to marketing. With digital marketing, communication and transactions can be done at any time/real-time and can be accessed throughout the world; someone can also view various goods via the Internet; most of the information about various products is already available on the Internet, which eases ordering and allows consumers to compare each other—product with other products.

## **CONCLUSION**

By holding community service, it is concluded that service activities are about accompaniment. Marketing strategies for MSMEs: Tanggui craftsmen can add insight and knowledge to MSMEs in developing their businesses. The response from the participants was very enthusiastic during the activity. This can be seen from the questions and discussions during the training. Thus, it shows that there is great interest and desire for participants to promote production results and that they can develop and manage the business well. The

suggestion that can be given is that it is necessary to follow up on this community service activity. By carrying out marketing strategies for MSMEs, Tanggui craftsmen, by counselling and training participants, can develop and organize their businesses more. Overall, digital marketing is an approach that can save costs, increase customer loyalty and create orders systematically.

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