

Digital Marketing a Marketing Strategy for UMKM Products in The Digital Era

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Abstrak

Perkembangan teknologi terus berkembang seiring perkembangan zaman. Akses internet merupakan bagian dari perkembangan tersebut yang telah mempengaruhi kehidupan manusia. Begitupula 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 dilaksanakan pada tanggal 28 dan 29 Agustus 2021. 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 *tanggung*. Kedua, pelatihan pemanfaatan akses digital dalam marketing produk *tanggung* 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, dan UMKM.

Abstract

Technological developments continue to evolve with the times. Internet access is part of these developments that have affected human life. Likewise in economic activity, internet access has contributed to the development of an UMKM. Micro, Small and Medium Enterprises (UMKM) utilize information technology to run their business. This article aims to describe digital marketing as a marketing strategy for UMKM products in the digital era. This article was compiled from the results of the community service held on August 28 and 29 2021. In the analysis of the results, the author uses literature studies from various sources and scientific journals. The service is carried out in two activities. First, a discussion about the types of digital-based marketing strategies for *tanggung* craftsmen. Second, training on the use of digital access in marketing *Tanggung* products so as to increase customer interest. From the two activities, it was identified that there was a very great interest and desire for participants to market their products through digital marketing so that they could develop and manage their business well. Digital marketing can make it easier for UMKM actors to provide information and interact directly with consumers and expand marketing access.

Keywords: Digital Marketing, Marketing Strategy, and UMKM.

PRELIMINARY

Micro, Small and Medium Enterprises (UMKM) are an economic force that can support the regional economy of state banks. UMKM actors can maintain and increase the contribution of regional economic growth and increase revenue in the state tax sector, in addition to being supported by large-scale industries, it is also significantly supported by small-scale industrial groups (Abbas, 2020; Abbas, 2021; Jumriani, 2020). The Micro, Small and Medium Enterprises (UMKM) sector has contributed to the increasing gross domestic product (GDP) in the last five years. The Ministry of Cooperatives and Small and Medium Enterprises (UMKM) sees that the contribution of the UMKM sector has increased from 57.84 percent to 60.34 percent and the UMKM sector has also helped the absorption of domestic workers. Labor absorption in the UMKM sector increased from 96.99 percent to 97.22 percent in the last five years (Taiminen, 2015). In this regard, the contribution of the marketing aspect is an influential part for the resilience of UMKMs in an area. How marketing methods and techniques are needed to support economic activity in an UMKM.

In the midst of the development of technology and internet access today, it is a tool that can be used in the aspect of marketing a product. The development of the internet has spread to various aspects of human life. The development of Information Technology is currently growing very rapidly, especially the development of internet technology whose existence has an impact and change on various aspects of daily life. One of them is economic activity, especially in the distribution sector. The contribution of the internet in the aspect of distribution or product marketing is known as digital marketing. Today, the marketing media that started only through newspapers, magazines, radio, and TV have become internet media.

Digital marketing is a new marketing approach and not just a strengthened traditional marketing by digital elements only, but digital marketing has its own characteristics and dynamics that must be studied and understood more deeply to be able to use this digital marketing media effectively both in terms of marketing tactics or strategies (Wardhana, 2015). As written from the survey results of the Association of Indonesian Internet Network Providers (APJII) stated that more than half of the population in Indonesia has been connected to the internet. The survey conducted in 2016 showed that 132.7 million Indonesians were connected to the internet. While the total population of Indonesia as a whole is 256.2 million people. It can be concluded that there was an increase of 51.8 percent compared to the number of internet users in 2014. The survey conducted by APJII in 2014 was only about 88 million internet users.

The increase in the number of internet users in Indonesia is due to the development of infrastructure and the ease with which people get gadgets. So that this can be an opportunity

for UMKMs to use information technology as a medium in developing their market. As many as 48% of internet users in Indonesia search for goods or services online, 46% of users visit online stores, 34% of users make online transactions via computers or laptops, and 33% of other users make online transactions via mobile devices such as smartphones. This shows that the potential for online shopping and the use of the internet as a medium to promote business is quite developed in Indonesia (Mokhtar, 2015; Canavan, 2007).

Social media or social networking is the platform most often used by the public. The available social networks sometimes have some differences. Some social media only focus on friendship like Facebook, Instagram, and Twitter. There are also those specifically for finding and building relationships like what LinkedIn offers. In addition, more personal media such as electronic mail (e-mail) and text messages are also available. Search engines like Google and Yahoo can also be empowered. In this way, business people can also take advantage of blogs and personal websites.

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

The development of information technology is growing rapidly. Most of the activities of Micro, Small and Medium Enterprises (UMKMs) utilize information technology to run their business. The increasing number of competitors becomes a consideration for business actors to innovate in winning the competition. The right marketing communication strategy is used to be able to reach the target market share so that it can increase sales (Pradiani, 2017). Micro, Small and Medium Enterprises (UMKMs) must be able to compete. Even in this era of competition, UMKM players should be literate in information technology (IT) in order to make it easier to market their products overseas.

In Banjarmasin City, tanggui craft is a form of UMKM product based on local wisdom. The traditional tanggui or head protector of the Banjar people. While the material for making tanggui comes from palm leaves, and the tree is a type of palm that grows in the mangrove forests of the tidal areas near the seaside. Tanggui craftsmen can now be found in the Alalak area, especially near the Pier of the Citra Bahari Alalak Selatan Floating Market Tourism Area, North Banjarmasin. The business activities of the tanggui craftsmen are expected to become a superior product with the nuances of local wisdom that can support regional economic growth

at the local, national and even global levels. On this basis, this article aims to describe digital marketing as a strategy in developing local product-based UMKM through community service.

METHOD

This article is the result of community service. The activity was carried out on the banks of the Kuin River, North Alalak District, Banjarmasin City. The implementation time is on August 28 – 29, 2021, with a full day implementation design. The main activity carried out is by conducting training to create and use digital marketing through social media to tangguli craftsmen. To sharpen the results obtained from service activities, the authors conducted a relevant literature study. As literature study is understood as a theoretical study based on references, books and journals (Sarman, 2004). In addition, in writing this article also uses the author's empirical approach. Based on that, it is hoped that the series of activities can complete the writing of the results of the service scientifically and rationally because they are described based on experience and theoretical reviews.

RESULTS AND DISCUSSION

In the era of internet development where almost the whole world focuses on digitalization changes in various areas such as marketing, where marketing media changes their consumption media from newspapers, magazines, radio, and TV to internet media. According to Internet World Stats, in 2012 the internet was used by 2.4 billion users worldwide, and its users continue to grow every year. (Putro et. al., 2021a). Digital marketing is a new marketing approach and not just a strengthened traditional marketing by digital elements only. Digital marketing has its own characteristics and dynamics that must be studied and understood more deeply to be able to use this digital marketing media effectively both in terms of marketing tactics or strategies (Putro et al., 2021b; Jumriani, 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 greatest potential as one brand of the company, while SEO and SEA are marketing tools that cannot be fully controlled by the company. Because it only has the ability to provide information to buyers of goods or services offered by a company, which has a very large role to increase awareness or knowledge of buyers of a company (Putri et al., 2021; Tarigan, 2013).

Two-way digital marketing channels that are fully controlled by companies such as blogs have become unpopular again due to the emergence of social media which has changed the relationship between marketers and buyers from control of power in the hands of marketers to control of power in the hands of buyers. The nature of social media which is a two-way

communication tool between companies and buyers that can make conversations between buyers and companies easier (Lestari, 2020; Fitriyani, 2021). However, in social media buyers do not expect a marketing word, but a tangible evidence or real information that is formed from conversations about a company's brand, where buyers want real and genuine information and conversations (Lestari, 2021).

The target audience in this service activity includes three groups, namely; Management of the Social Studies Education Study Program (all lecturers), students of the Social Studies Education Study Program, and community digital tanggui craftsmen on the banks of the Kuin River, North Alalak sub-district, Banjarmasin. The tanggui craftsmen include the following:

Table 1. List 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: Researchers (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 of the types of digital-based marketing strategies for tanggui craftsmen. Second, training on the use of digital channels in marketing Tanggui products so that they can increase customer interest.

Figure 1. Tanggui Product Raw Material



Source: Documentation, 28 August 2021

The activity was carried out in Sungai Kuin, North Alalak sub-district, Banjarmasin. The activity will be held in two days, namely 28 and 29 August 2021. To solve all the problems faced

by partners, training and mentoring activities are carried out in various stages. The first stage of the Community Service Team's activities was to consult with the head of the craftsman group in Purun Village to find out the types of training materials and set a date for training and mentoring. After the consultation is carried out, the activities of the second phase of the core implementation of the service are training and mentoring.

Figure 2. Tanggui Craftsman Activities



Source: Documentation, 28 August 2021

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

Figure 3. Tanggui Products



Source: Personal Documentation, 29 August 2021

The positive thing is the enthusiasm of the participants who take part in this training, so it is hoped that the material provided can motivate these small business actors to promote

the products produced using the promotional tools that have been taught. The second problem is how to increase income through quality improvement and differentiation for small businesses (UMKMs). The training with practical ways of making simple promotions is expected to motivate these small business actors to promote products produced using the promotional tools that have been taught and increase their income from product alternatives with easily found basic ingredients. UMKM players are enthusiastic about participating in training on how to make SME products, especially those engaged in culinary services. This is done in order to gain an understanding of the importance of managing capital and materials to produce goods as well as providing various product diversifications that are worthy of being marketed. The SME participants showed their enthusiasm for participating in product diversification training (Mutiani, et al., 2021).

In the current digital era, UMKM actors will need the right information technology to be able to grow and compete in the current digital era. UMKM actors find it difficult to get the right information technology solution because UMKM actors do not have special staff who are experts in the dynamic field of information technology. Another obstacle, namely the large variety of technology products, makes SMEs confused in choosing the appropriate solution. Therefore, UMKM actors need guidance in choosing the right information technology according to the type of business and their needs. Digital marketing has become one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization, some companies are gradually starting to leave the conventional marketing model / and switch to modern marketing. With digital marketing, communication and transactions can be done any time / real time and can be accessed all over the world, one can also view various goods via the internet, most of the information about various products is already available on the internet, ease of ordering and the ability of consumers to compare one another. product with other products.

CONCLUSION

By holding this community service, it was concluded that service activities about assisting marketing strategies at UMKM for tanggui craftsmen can add insight and knowledge to UMKM actors in developing their business. The response from the participants was very enthusiastic during the activity. This can be seen from the questions and discussions conducted during the training. Thus, it shows that there is a great interest and desire for participants to market their products and be able to develop and manage their business well. The suggestion that can be conveyed is that it is necessary to follow up this community service activity. By

carrying out a marketing strategy on Tanggui SMEs by extension and training participants, their business can be more developed and organized.

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