Digital Marketing Strategy for MSME Development

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Abstract: MSMEs are crucial to Indonesia’s economy because of their large contribution to growth. The MSME sector is one of the main pillars holding up the basis of the Indonesian economy. MSMEs and the rise of digitalization will make Indonesia the country with the largest digital economy in Southeast Asia by 2026. However, MSMEs have difficulties, the most significant of which is the need to strengthen the human capital of MSME participants and improve digital skill development. The dearth of online marketing education continues to be a problem for many MSMEs, comparable to the Hanan Boga Rasa UMKM in the Buton City neighborhood. Teachers, students, and thematic KKN Group 34 developed plans and methods to improve MSME product branding. The activities are conducted using the qualitative technique, which makes use of MSMEs’ interviews, documentation, dialogue, and observation. The results of the operations also help MSMEs, since they can enhance public perception of their products and increase marketing and sales.

Keywords: Digital Marketing, Branding; MSMEs.

Abstrak. UMKM mempunyai peranan penting bagi perekonomian Indonesia karena kontribusinya yang besar terhadap pertumbuhan. Sektor UMKM merupakan salah satu penopang utama penopang perekonomian Indonesia. UMKM dan kebangkitan digitalisasi akan menjadikan Indonesia sebagai negara dengan ekonomi digital terbesar di Asia Tenggara pada tahun 2026. Namun UMKM mempunyai kesulitan, yang paling signifikan adalah perlunya memperkuat sumber daya manusia peserta UMKM dan meningkatkan pengembangan keterampilan digital. Minimnya pendidikan pemasaran online terus menjadi permasalahan bagi banyak UMKM. sebanding dengan UMKM Hanan Boga Rasa di lingkungan Kota Buton. Guru, siswa, dan KKN tematik Kelompok 34 menyusun rencana dan metode untuk meningkatkan branding produk UMKM. Kegiatan dilakukan dengan teknik kualitatif yang menggunakan wawancara, dokumentasi, dialog, dan observasi UMKM. Hasil usahanya juga membantu UMKM karena dapat meningkatkan persepsi masyarakat terhadap produknya serta meningkatkan pemasaran dan penjualan

Kata Kunci: Pemasaran Digital, Branding; UMKM
INTRODUCTION

The Indonesian economy’s primary pillar, the MSMEs sector, is incorrect. In actuality, the MSME sector actually plays a highly significant role in saving the existing Indonesian economy’s ecology, as noted during the economic crisis of 1998. The MSME sector has significant potential to accelerate the country’s economic recovery, as was the case during the COVID-19 epidemic (Kushendar, 2023). By 2025, Indonesia’s digital economy will be the biggest in Southeast Asia, thanks to SMEs and the country’s progress toward digitalization. SMEs do, however, encounter challenges. In particular, there is a need to improve digital skill training and source power management for MSME players (Yusuf et al., 2023). The impact on the production of superior products, even if there is no maximum, is a result of the low level of digital literacy and the low caliber of MSME human resources. Nonetheless, the majority of MSMEs aspire to expand their businesses by going digital (Yusuf, 2023).

The ward that is currently intensifying movement among individuals in the MSME sector is Pasarwajo Buton, which is incorrect. Numerous MSMEs scattered throughout the subdistrict have demonstrated this. Issues that arise in the village are also the same, such as the inadequate product branding and the system marketing that is still primarily done manually (mouth-to-mouth). Lack of "fatigue" with technology is the primary issue facing MSMEs in the Pasarwajo ward. This becomes the primary emphasis for students enrolled in the entrepreneurship program, which naturally concentrates on the sub-district MSMEs that are currently operating but lack sufficient technological literacy. Students can concentrate on aspects such as branding products, photo products, better packaging, and other related things, as well as aspects of marketing through online shops.

MSME actors encounter numerous issues, such as the low level of online marketing for education. Depending on the issue, which includes partner MSMEs with experience, education or training needs, and effective formal or informal methods for creating an online or digital marketing plan, as well as how to brand products for partners in larger markets, To boost sales and income, partner MSMEs must have a strong product brand and marketing plan. Because of this, steps have been taken to raise sales, enhance brand awareness, and compensate MSME employees who research branding-related topics, attend workshops and training sessions, and create online marketing platforms.

A good method for business development, especially for MSMEs, is branding.
Effective branding can yield financial outcomes for MSMEs in their business continuity. For MSMEs in particular, branding is the first step toward gaining market share and guaranteeing the survival of their company. In addition to increasing sales and promoting items in all spheres of society, branding also works for the open market and engages customers online.

**REVIEW THE MENTORS**

**Online Advertising**

Digital marketing is activity marketing, often known as marketing, that uses unique branding techniques. For instance, email, blogs, websites, adwords, and different social networking sites. By definition, digital marketing consists of concept, idea, pricing, campaign, and sales planning and execution. Digital marketing refers to the current wave of public interest and support that is involved in everyday activities (S Yusuf et al., 2023). The use of digital technology to market through websites, e-mail, databases, digital television, and many other innovative channels like blogs, feeds, podcasts, and social networking sites is why digital marketing is important. These channels promote marketing that is addressed for profit and build as well as develop connection customers, as well as develop approaches planned to increase knowledge, product, loyalty, and mark customer. Testing online communication that is focused on providing services according to the needs of each individual or specific client. To put it briefly, digital marketing is goal-oriented, achievement-oriented marketing that utilizes digital media and technology.

**Approach Study**

Public devotion to implementation action This occurs in the City of Buton's Pasarwajo Village and Subdistrict. Theme Activity: KKN This will occur over the course of three months, from June 23, 2023, to September 20, 2023. Students and KKN groups establish goal activities; for example, they use the business and economics creative activity plan for the public devotion activity in Ward Pasarwajo.

The KKN Thematic Student Activity involved qualitative methods such as discussion, documentation, interviewing party MSMEs, and observation. populace engaged in activity. Here are several MSMEs that the KKN Thematic student has evaluated. Mr. Wandi's MSMEs, Hanan Boga Rasa, serve as the sample. Kushendar (2022) states that a qualitative method study
is a type of research that is grounded in philosophy and taught through scientific experimentation. It emphasizes the importance of researchers' instruments, data gathering techniques, and qualitative analysis. In order for students and KKN groups to apply a qualitative method that is highly relevant to the work completed for the program,

RESULTS AND DISCUSSION

The outcomes of the community-focused activities at MSMEs Hanan Boga Rasa, located on Road Sumba Ward in Pasarwajo Subdistrict, show that the students walk with ease. Following the creation of logos for MSMEs' products by Hanan Boga Rasa, the students moved on to the second tactic, which involves creating brochures for MSMEs' products both online and offline. The cafeteria was used for the photo shoot in order to obtain excellent and distinctive lighting and props. In addition, pupils set up a variety of property additions and a camera that is suitable for photo products. The goal of the student project is to create a photo product for MSMEs that will captivate consumers by showcasing an eye-catching image and pique their curiosity about the product, in order to subsequently enable MSMEs to maximize markdown sales of MSME products.

The student-taken photo results are sorted by which one is more visually appealing and intriguing. The photo results are then modified using the Canva tool to create a brochure. Naturally, before editing the brochure, students have already discussed with the owner of MSMEs what will be included later on in the brochure.
According to request, Mr. Wandi, the proprietor of Hanan Boga Rasa UMKM, filled out a brochure with student edits that included results, a photo of the product, the price of the goods, MSME addresses, and a WhatsApp number for a business that customers could reach. In addition, the maroon and scarlet color scheme used for the election attempts to make the brochure more visually appealing and appetizing to customers. In addition, maroon is frequently associated with strength, rage, and the focus of attention. Some people think that the color red can arouse curiosity and desire to taste it.

The second strategy that the student uses is social media to boost digital marketing and product branding. Chosen social media student who is active on Facebook and WhatsApp business. Mothers utilize Facebook and WhatsApp, as can be seen from the majority of target audiences; students use the second social media platform. In order for Mr. Wandi to post a text narrative or caption every time he wants to market the product on social media, students must compose one. Students can also add catalog products to their accounts on WhatsApp Business. Commence with the product's price, picture, and information. By making the most of social media, MSME product marketing may increase consumer reach, boost sales, and expand.
addition, it is feasible for MSME product branding to grow and become more well-known in society.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Pasarwajo Buton Ward is the incorrect one, which at the moment is moving those in the MSME sector more intensely. MSME actors encounter numerous issues, such as the low level of online marketing for education. In the Pasarwajo subdistrict, the MSME sector still uses traditional marketing methods, including word-of-mouth advertising. Nevertheless, the majority of marketers in the present era use social media. Social media platforms are useful for marketing. A product expands once more until it reaches outside the island. Students and instructors are implementing the thematic KKN with scheme entrepreneurship and economics creative for MSMEs. The only person who receives assistance with social media marketing is in Ward Pasarwajo, or incorrectly. Activities that can be completed include creating Facebook businesses, Instagram items, WhatsApp businesses, and brochure production. But in order for the goods to be marketed and identified by customers, the offending company must be able to brand the product incorrectly for example, by providing a logo.

suggestion

Observe the MSMEs' state in the village of Pasarwajo and the public's expected activity. This can assist other MSMEs in registering, so they can focus more on product development and marketing. We believe that by covering MSMEs holistically through action, the public will come and provide a remedy for the issue that has been identified.

REFERENCE


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