

**THE ROLE OF DIGITAL MARKETING IN THE EFFORT TO INCREASE  
SALES TURNOVER FOR USAHA MIKRO KECIL DAN MENENGAH (UMKM)  
IN BINTARO, GUNUNGPRING**

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***Abstrak*** - Technological trends are developing and changing very rapidly. As a result, a marketing shift that has an impact on digital marketing trends, especially for Usaha Mikro Kecil dan Menengah (UMKM) players during the Covid-19 pandemic. The purpose of this service is to provide information related to how to improve product quality and self-ability in marketing products that are of interest to the community, increase capacity and market scale for potential MSME actors in Bintaro, Gunungpring. Encouraging UMKM actors to continue to be creative and innovate in the current pandemic situation. Utilizing social media to support marketed products, utilizing the market to become potential customers in marketing products. The method used in writing this devotional article is the method of lectures, discussions and providing material about digital marketing and strategies that must be carried out by UMKM in order to survive during the Covid-19 pandemic. In this study, the results obtained were that UMKM actors needed assistance in terms of capital and assistance so that they could rise up and be independent during this Covid-19 pandemic.

**Keywords:** UMKM, digital marketing, strategy

## 1. INTRODUCTION

When the Corona Virus Disease disaster hit the world, especially in Indonesia, it greatly affected several sectors of the country's development, especially in the health and economic sectors which had an impact on UMKM actors in Bintaro Hamlet, the decline in income turnover was due to the government implementing policies aimed at breaking the chain of the spread of Covid by way of regional restrictions or what is known as *Pembatasan Sosial Berskala Besar* (PSBB), this policy has had a major impact on UMKM actors. The decline in consumer purchasing power is also very influential on the continuation of UMKM business. For this reason, developments are needed in terms of marketing, which originally used an offline buying and selling system to turn into an online buying and selling system aimed at adjusting the situation during the Covid-19 pandemic.

One of the supporting factors for the country's economic development is UMKM. Because UMKM have the potential to absorb labor so that it has an impact on the lack of unemployment so that it can increase the per capita income of a country. Globalization or technological progress is something that cannot be avoided in today's life, because technological advances will run in accordance with scientific advances. Technology brings a very positive influence for UMKM actors, because it can increase the capacity and market scale for potential UMKM actors. Using technology can also encourage UMKM actors to continue to be creative and innovate in the current pandemic situation, by using social media to support marketed products that are beneficial as potential customers in marketing products.

The benefits of the internet are increasingly felt for its users who cannot be separated from this internet world. For example, internet marketers, bloggers, bloggers, and now online stores are increasingly having a place in the eyes of consumers who are looking for certain goods. The Ministry of Communication and Informatics (Kemkominfo) stated that currently, internet users in Indonesia have reached 82 million people. With this achievement, Indonesia is ranked 8th in the world (Kominfo, 2013).

UMKM in the service sector are not in great demand due to the challenge of innovating to provide fast and efficient services supported by technology (Bank Indonesia and LPPI, 2015). Its important role as the 'backbone' of the Indonesian economy is not shown by significant growth every year. The growth of UMKM in Indonesia continues to decline, especially in the service industry. From 1997 to 2016, the difference in the decline in the number of UMKM reached 2.59% (BPS, 2020). The reason for the failure to develop UMKMs lies in the function of marketing channels that are not optimal (Yusri & Sukardi, 2017). A good marketing channel includes all efforts to fulfill product/service needs from producers, suppliers, distributors to consumers by creating & offering value (Koeswandi et.al, 2018). From upstream to downstream, effective distribution channels are built with trust and commitment so that the company's targets can be achieved (Suwatno & Koeswandi, 2019).

## 2. METHOD

The methods used in this digital marketing workshop are:

- 1) Collecting information/data and brainstorming to UMKM in Bintaro, Gunungpring, Muntilan, Magelang, Central Java. Data was collected by giving questionnaires or interviews to all SME in Bintaro, Gunungpring, Muntilan, Magelang, Central Java.
  - 2) Workshops are provided in the form of digital marketing education and its application. The workshop is carried out offline with health protocols. The sequence of the workshop includes the delivery of material followed by practice.
  - 3) Evaluation of the application of digital marketing in an effort to increase sales turnover for UMKM in Bintaro, Gunungpring, Muntilan, Magelang, Central Java.
- The time and implementation of activities:

The digital marketing workshop will be held on September 26, 2021. The venue is in the Gotong Royong Meeting Building for the Planning, Development, Research, Regional Development Agency (BAPPEDA), Magelang Regency.

## 3. RESULTS AND DISCUSSION

### A. The preparatory stage includes

- 1) UMKM survey. At this stage, a site survey was conducted at UMKM in Bintaro, Gunungpring, Muntilan, Magelang, Central Java.
- 2) Observation. The observation phase is carried out to determine the implementation and targets of the activity participants.
- 3) Team Coordination Meeting. The coordination meeting was held by inviting the three parties involved, namely the KKN Bhakti Kalijaga Team, BAPPEDA Magelang Regency, and trainers. At this stage the meeting is about the division of tasks for each element, making an implementation schedule, data for each UMKM, preparation, implementation, to evaluation and preparation of activity reports.



Figure 1. Coordination of KKN, Bappeda, and Trainers

## B. Implementation Phase of Community Service

The implementation stages carried out include:

- 1) Program Socialization. In the early stages of implementation, socialization of the program was carried out to participants, namely UMKM in Bintaro which are engaged in culinary, herbal medicine, handicrafts. The socialization of the program includes the background and purpose of holding a digital marketing workshop. Program socialization is carried out collectively and offline. The socialization was attended by four UMKM in Bintaro which are engaged in culinary, herbal medicine, and handicrafts. The target of the socialization is to introduce a development model and a plan for implementing a digital marketing workshop targeting UMKM actors.
- 2) Training/Assistance. In accordance with the next step is to provide training/assistance in the form of a Digital Marketing Workshop effort to increase sales turnover for UMKM in Bintaro, Gunungpring, Muntilan, Magelang, Central Java. The digital marketing workshop was carried out with a series of presentations on marketing materials and continued with practice on the types of social media that can be used for marketing. The practice is carried out on social media Facebook, where participants can display the profile of UMKM and their products.



Figure 2 Implementation of Digital Marketing Workshop

## C. Evaluation Stage

The evaluation stage is an assessment after a series of activities have been successfully carried out by the implementing committee according to a predetermined schedule and place. This evaluation is in the form of improvements or suggestions for better implementation of activities in the future. There were several evaluations carried out including time constraints, the presence of participants, and more facilitators considering that many of the participants did not understand technology.



**Figure 3 Evaluation of Community Service Activities and Bappeda Magelang Regency**

#### **4. CONCLUSION**

1. MSME have the potential to absorb labor so that it has an impact on the lack of unemployment and can increase the per capita income of a country.
2. Technology has a very positive influence on MSME actors, because it can increase the capacity and market scale for potential MSME actors. Using technology can also encourage MSME actors to continue to be creative and innovate in the current pandemic situation, by using social media to support marketed products that are beneficial as potential customers in marketing products.
3. Community Service in Bintaro, Gunungpring to MSME participants in training assistance on how the business is advanced and independent by using technological advances to market its business by using FB, WA, Instagram and others.

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