MARKETING DIGITALIZATION TRAINING TO DEVELOP DIGITAL-BASED BUSINESSES FOR UMKM IN PETUNG HAMLET, BANGUNJIWO SUB-DISTRICT, KASIHAN DISTRICT, BANTUL REGENCY

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Abstract - *This research is a descriptive qualitative research. The purpose of this research is to find out the description of MSMEs in Petung hamlet and as an effort to develop digital-based businesses in Petung hamlet. The data collection techniques used were observation and interview. Participatory Rural Appraisal (PRA) method was used to increase community participation. The targets in this research were all MSME players in Petung hamlet. This research was conducted in the foyer of the Rahmatullah Mosque which was filled with socialization and training activities. The result of this research is the transformation of MSMEs in Petung hamlet to a digital base. The implementation of socialization activities and digital marketing training stages 1 and 2 were responded positively by the community in Petung hamlet. The community always discussed and practiced directly in these activities. This included training on the use of Canva and Shopee software in digital marketing.*

Keywords: *Digital Marketing, MSME, Socialization, Training*

1. INTRODUCTION

Many parties have argued the importance of SMEs and the importance of using technology in doing business for SMEs. Small and medium enterprises (SMEs) play an important role in all economies of the world, as they are linked to job creation, poverty alleviation, contribution to innovation and gross domestic product of a country. However, many of these businesses face challenges and often fail within a short period of time. The challenges faced by these MSMEs include those related to products and effective marketing (Cant & Wiid, 2016). Permana also argues that the MSME sector has a very strategic role for the Indonesian economy because this sector is one of the economic sectors that contribute greatly to the formation of GDP (Permana, 2017). In addition, MSMEs are an alternative solution to social problems such as poverty and unemployment.

There are new challenges faced in the business world as it relates to the development of information and communication technology. Marketing patterns in business have changed rapidly. The existence of the internet currently leads to commercial activities where customers can make transactions through various applications (Kurniawan & Asharudin, 2018). The internet has changed the way organizations structure themselves, and changed customer relationships with companies. This use of the internet allows information to flow freely between buyers and sellers, removing costs from business processes and increasing customer choice (Rowan, 2002). The adoption of technology for marketing is critical to the survival of small businesses (Alford & Page, 2015). Thus, attention is needed to the development of MSMEs. Online marketing strategies have a positive effect on increasing MSME profits (Setiawati & Widyartati, 2017).

In fact, there has been a strong desire from MSMEs to adopt technology in marketing (Alford & Page, 2015). However, there are problems faced by MSMEs so that the utilization of this technology is not going well. It is known that SMEs do not keep up with digital developments, mainly due to lack of knowledge about digital marketing (Alford & Page, 2015; Taiminen & Karjaluoto, 2015), and there is an inability to measure return on investment (Alford & Page, 2015). Cant & Wiid also suggested that MSME owners mostly use traditional print media (Cant & Wiid, 2016). However, a number of business owners believe that the use of traditional marketing is considered less effective. Online marketing and social media marketing are only complementary. Thus, since most SMEs have not implemented the full potential of digital tools, they do not benefit fully from digital developments.

The conditions that occur in Indonesia are not much different from other countries Kurniawan & Asharudin argued that not all SMEs in Indonesia are able to change their marketing patterns to digital marketing (Kurniawan & Asharudin, 2018). The factors of low educational background and lack of knowledge about the internet, development, and technology are the reasons for the non-optimal use of digital marketing in MSMEs. Coupled with the Coronavius disease 2019 (Covid-19) pandemic that emerged at the end of 2019 (Kholisotin & Sadar, 2021). The impact of the Covid-19 pandemic has drastically decreased demand in line with the

increasing number of Covid-19 cases, even to the point of no orders (Rozaki, 2020; Taufik & Ayuningtyas, 2020)

There are several suggestions and social implications for these MSME problems. Cant & Wiid recommend that MSME owners use online marketing to complement their traditional marketing (Cant & Wiid, 2016). Taiminen & Karjaluoto suggest the importance of SME development by conducting training programs to help SMEs exploit digitalization, as well as support from the government (Taiminen & Karjaluoto, 2015). Specifically for the development of MSMEs in Indonesia, namely that businesses change their marketing patterns in accordance with technological developments and advances in society to survive (Kurniawan & Asharudin, 2018), fostering the entrepreneurial spirit in the community through education, marketing support for MSMEs, and improving communication infrastructure (Permana, 2017). When referring to these various literatures, it is very important to conduct training on the use of digital marketing for MSME actors.

These conditions and situations are similar to those in Petung hamlet, Bangunjiwo sub-district. Previous research revealed that most MSME players scattered in every corner of the village in Bangunjiwo have not utilized digital marketing and social media as a means of promotion to the community, let alone to more distant areas (Mansir & Fatimah, 2021). Based on research conducted by Rozaki, Rahmawati, Paksi & Pramudya, it is suggested that MSMEs in Bangunjiwo Village have a tough obstacle, namely globalization where many foreign products, especially from China, have cheaper prices (Rozaki et al., 2022).

We together with students made observations in Petung Hamlet, Bangunjiwo Sub-district, Bantul Regency by directly seeing MSME actors in each neighborhood (NBHD). However, the average MSME player in this location still uses conventional sales methods. Therefore, MSME players in Petung hamlet have a low understanding of digital marketing, which is thought to be one of the factors causing problems in this location. Therefore, we took the initiative to serve as an effort to develop digital-based MSMEs in the area.

2. METHOD

This research uses descriptive qualitative research methods (Mirayani et al., 2023). Qualitative research is research that is naturalistic, inductive, interpretive, discovery and constructive (Sugiyono, 2020). Meanwhile, descriptive research is research that explores and or portrays the social situation to be studied thoroughly, broadly and in depth (Sugiyono, 2020). The data collection techniques used observation and interviews. The observation technique is used to find out the situation and condition of the community, while the interview technique is used to obtain information about the village and the activities of the local community at large. After going through these two stages, we held a work program in the form of "UMKM Digitalization Training".

One of the methods used to increase community participation is Participatory Rural Appraisal (PRA). This PRA aims to research and assess the village in a

participatory manner (Kamil et al., 2023). The socialization activities were in the form of interactive dialogue and training (practice) aimed at the Petung community. The activity was carried out in the foyer of the Rahmatullah Mosque, the placement of socialization and training in the foyer of the Rahmatullah Mosque was filled with socialization and training activities. The targets of the socialization and training activities were all MSME players in Petung. In the MSME Digitization socialization and training activities, we presented two resource persons who are competent in the field of digital marketing.

The first resource person is a businessman as well as a supervisor of one of the companies engaged in digital marketing PT. Gawe Becik, namely Mr. Hakim Adha. The second resource person is the owner of one of the online businesses in the retail sector GOAT.ID, namely Mr. Muhammad Riyan Fauzi. After that, provide and explain the theory about the steps that need to be prepared in starting a digital MSME. Not only that, we also invited the participants to practice it directly and accompanied by the speakers.

3. RESULTS AND DISCUSSION

The discussion on the potential management program of Kebonagung village is described with the following explanations.

General Description of the Potential of MSMEs in Petung, Bangunjiwo Village, Bantul

Petung is one of the hamlets in Bangunjiwo sub-district, Kasihan district, Bantul regency. This hamlet is located in the southwest of Bangunjiwo sub-district. To the north, the hamlet is adjacent to Kenalan hamlet. To the west, it borders Triwidadi village while to the south and east it borders Sendangsari village. The following is a map of Petung hamlet, Bangunjiwo sub-district, Kasihan district, Bantul regency (Figure 1).
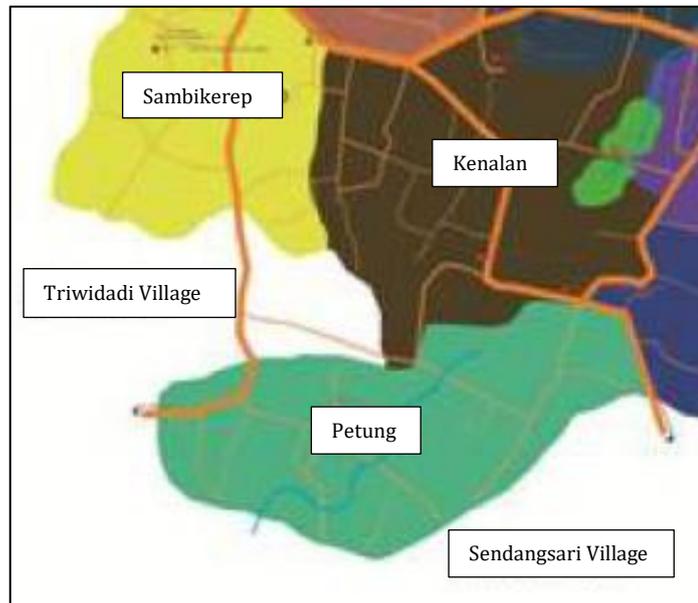
Figure 1. Map of Petung Hamlet, Bangunjiwo, Bantul

Petung Hamlet is one of the pedukuhans in Kasihan Sub-district which is famous for its Blangkon craftsmanship. In addition, in this area there is also a well-known tourist spot, Kedung Pengilon. However, gradually this tourist spot has experienced a decline in tourists. The drying up of the river and internal conflicts are thought to be the main causes of this problem. On the other hand, Petung hamlet also has a grass jelly making factory, an Antap Tape making factory, and an Organic Tissue Holder craftsman as well as several other MSMEs. The following is a table of the types of MSMEs and their numbers in Petung hamlet.

Table 1. Types of MSMEs and Their Number in Petung Hamlet

No	Type of MSME	Total
1	Blangkon Craftsman	3
2	Organic Tissue Holder Craftsman	1
3	Antap Tape Factory	1
4	Grass jelly factory	1
5	Jamu	3
6	Irus Siwur	1
7	Javanese Sugar	2

Based on the results of interviews with Mas Bayu as one of the Blangkon craftsmen, he revealed that his income in 2019 and below, precisely before the Covid-19 pandemic tended to be high. In just one day, Mas Bayu can earn a profit of IDR 500,000,- to IDR 1,000,000,-. However, after the Covid-19 pandemic to get a turnover of Rp 300,000 per day is already difficult. In line with this, a similar interview was also conducted with Mas Badawi who is also one of the Blangkon craftsmen in Petung hamlet. He revealed that his income before the Covid-19

pandemic was higher than during the pandemic, besides that there was also a significant decrease in demand.

During the interview we also asked about general things about digital marketing. The results of the interview with the craftsmen of the Organic Tissue Place, namely Mrs. Mei, that in general they do not understand about the online sales system or digital marketing. The craftsmen still do conventional sales which are done face-to-face. At a different time, we also tried to conduct an interview with the owner of the Antap Tape making factory, Mas Sugianto. He revealed that during the pandemic, tape sales had decreased so that the income earned had also decreased, besides that the government also provided a special policy to the community, namely the Enforcement of Restrictions on Community Activities (PPKM) so that the community, especially MSME players, had difficulty selling. The following is a table of MSME problems in Petung hamlet during the pandemic.

Table 2. Problems of MSMEs during the Covid-19 pandemic

No	MSME	Problem
1	Blangkon Craftsman	➢ Reduced demand ➢ Daily turnover has decreased ➢ Still using conventional sales
2	Organic Tissue Holder Craftsman	➢ Daily turnover has decreased ➢ Still using conventional sales
3	Antap Tape Factory	Still using conventional sales
4	Grass jelly factory	Still using conventional sales
5	Jamu	Still using conventional sales
6	Irus Siwur	➢ Daily turnover has decreased ➢ Still using conventional sales
7	Javanese Sugar	➢ Daily turnover has decreased ➢ Still using conventional sales

Opportunities for Digital Transformation of MSMEs

Conventional sales require people to meet face-to-face when making transactions. This is certainly not possible to do when PPKM is still ongoing. The development of science, technology, and communication (IMPTEK) is currently also taking place rapidly so that it also requires people to be able to develop according to the times. If a person cannot keep up with the times, what can happen is the person's inability to compete in the future, thus reducing the person's income turnover or even worse, losing their job.

Speaking of the times, various kinds of hardware such as gadgets and laptops have also begun to develop in this era of globalization. By utilizing these devices, MSME players can use applications or software in them in managing their business. The application that will be used in this training is Shopee. Shopee is an online shopping application that provides various media for selling products to meet community needs such as fashion, household appliances, and so on (Saidan et al., 2019).

According to Ecommerce in Southeast Asia 2023 Shopee is the number one marketplace of the six largest marketplaces in Indonesia in the category of

Tokopedia, Lazada, Bukalapak, Tiktok Shop, and BliBli (Riyanto, 2023). In this era of globalization, digital marketing or commonly called online sales will be very useful. Digital marketing is an effort to overcome these problems where sellers and buyers do not have to meet in person to trade.

This research flow consists of four stages. First, it begins with the observation of MSMEs to several MSME places spread across several RTs starting from NBHD 1, NBHD 2, NBHD 3, and NBHD 4. Furthermore, interviews were conducted with each MSME actor related to marketing such as income before and after the pandemic, sales systems (offline or online), the distance of MSME places to the market, and so on. However, not all MSME players want to develop their business towards digital, some MSME players feel that their current situation is good, even to the point that some have accumulated customer requests.

This is certainly not a problem, seeing that one of the objectives of this socialization and training is to develop the businesses of MSME players. With the development of these businesses (MSMEs), of course, it will increase demand from its customers so that income increases. MSME players who have the potential to be developed into digital marketing are invited directly by verbal and indirectly by invitation to attend socialization and training on digital marketing by the KKN team. The socialization and digital marketing training were conducted in stages twice. The flow in this research is included in the following chart.
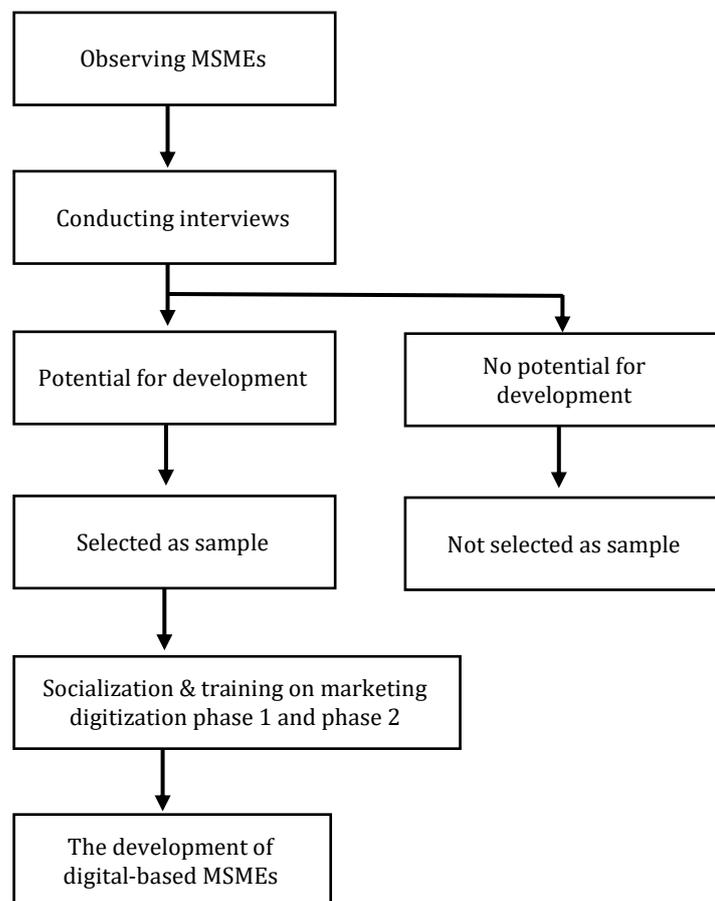
Figure 2. Flowchart of socialization and marketing digitalization training

Socialization and Training of the First Phase of Marketing Digitalization

The first meeting of the socialization and training of digital marketing discussed several things, namely: (1) basic introduction, (2) digital marketing business flow, (3) digital marketing platforms, (4) and branding development. The basic introduction begins by remembering the important role of digitalization in developing and increasing the competitiveness of Micro, Small and Medium Enterprises (MSMEs) in today's digital era. MSME players are given general knowledge related to the objectives of this program. The purpose of this digitalization for MSMEs is to access a wider market, increase operational efficiency, increase productivity, and create added value for business actors.

Figure 3. Socialization and training activities for MSMEs phase 1

Furthermore, the definition of digital marketing in general is explained as a marketing strategy or method of promoting products, services, or brands using digital platforms and media. The main purpose of digital marketing is to reach the target audience online, increase brand awareness, attract potential customers, and encourage interaction or transactions through various digital channels. Then the question arises from the public, "then what is the difference with conventional sales? Aren't they both attracting potential customers?". Mr. Hakim Adha revealed that "In digital marketing, the scale used in trading is not only on a small scale, in the sense that it is not only sold in one container like markets in general. The sales scale used by digital marketing is wider. It does not only cover the sub-district, district, or city level but also the national or even international level," he said.

In addition, what makes digital marketing different from traditional/conventional/offline marketing is that the approach is more focused,

measurable, and can be adjusted to consumer behavior in an online environment. Some other advantages related to digital marketing are (1) broader marketing, (2) operational cost efficiency, (3) increasing competitiveness of brands or products, (4) the emergence of communication in products, (5) responding to business issues quickly, (6) specific target markets, and (7) can work for 24 hours non-stop. The world of marketing is increasingly undergoing changes or transformations following the times that are developing.

In the past, trade still relied on traditional markets where the two parties met each other, and usually sold raw materials that had to be reprocessed. The traditional market then underwent changes where many fast-food products began to develop and new brands appeared both locally and abroad. The market has then changed its name to shopping mall. Sales conducted in shopping malls are not much different from traditional markets. Both sellers and buyers usually meet in one place to conduct transactions. However, along with the development of technology where nowadays devices can be utilized to make long-distance transactions. This sales process is referred to as Online Shopping where both parties do not have to meet to make transactions. Buyers only need to use their gadgets to order a product to be purchased, then the expedition will deliver the product to the buyer's place. Here is a chart of marketing transformation from the past to the present.

Online shopping or digital business that prevails today certainly has a different business flow from traditional markets and shopping malls. Digital businesses utilize digital marketing platforms as a platform for buyers and sellers where they conduct transactions. Here is a digital business relationship circle chart.
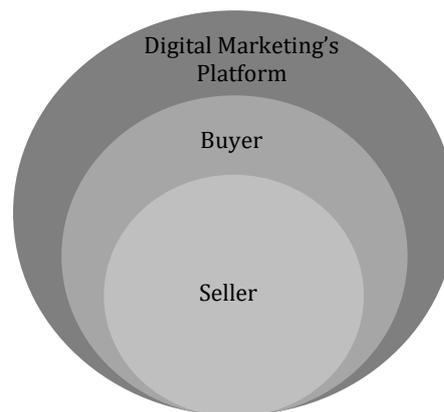
Figure 4. Digital business relationship pie chart

In doing digital business, there are several stages that people need to know. In general, there are 7 stages in doing digital business, namely:
1. Product or service
2. Offer in e-commerce (electronic commerce)
3. Buyer is interested in the product
4. Buyer places an order
5. Seller sends the order
6. Buyer receives the order

7. Seller receives disbursement from e-commerse

It starts when people have goods/services that can be traded, then the goods are offered through an e-commerce platform. The seller then gets orders from buyers who are interested in the advertisement offered by the seller. Orders are placed by buyers in accordance with the procedures that apply on the platform. Packaging is done by the seller after getting confirmation of product purchase from the platform. The packaged product is then sent to the courier to be delivered to the buyer. Buyers who have received orders confirm on the platform. The disbursement of money is received by the seller after being confirmed by the buyer.

The community is also given socialization about the proper use of digital marketing platforms. Based on observations, the average community uses social media as a digital marketing platform. Easy and straightforward use makes people prefer social media compared to other platforms. In this case, Mr. Hakim Adha revealed that the right platform in online sales or digital marketing is a marketplace or web commerce. Social media can actually be used in digital marketing, but the focus in that platform is certainly different from the marketplace. Marketplace focuses on a sales system where sellers and buyers have complex interactions but still in the context of selling. Meanwhile, the focus in social media is divided into several things including as a medium of interaction, sharing content, communicating with others with a wider scope, not focused on sales.

Therefore, people are expected to use the marketplace as a platform in digital marketing. In trading, product quality is certainly the main thing. A good product certainly has a quality that is adjusted to the selling price. One way to improve product quality is by branding. Mr. Muhammad Riyan Fauzi stated that branding is the characteristics or characteristics of the product that characterize the product or service. In addition, another function of branding is as a differentiator from competing products (competitors), building an image on the product, and as a promotional and attractive event.

MSME players in Petung hamlet at the time of observation still did not apply branding to their businesses. People still use common product names without mentioning their characteristics. This allows their products to have similarities with other similar products. One of them is the absence of a brand name and brand logo. Mr. Muhammad Riyan Fauzi responded to this by giving advice to the community to create brand names and brand logos for their products. In addition, to increase the chances of selling the community's products/services in digital marketing, the community is also given an explanation of product visuals and taglines used on e-commerce platforms.

For example, the use of blue and white colors in Aqua products. Both colors are characteristic of the Aqua brand mineral water so that the memory embedded in the community about blue and white mineral water is the Aqua brand. Another example is the tagline drink nutritious food on energen products. This makes people embedded in their minds that energen is a nutritious drink and food. Therefore, it

is important for MSME players to apply branding to their products. After the socialization and training phase one is completed, it is hoped that the community will already have a general theoretical provision starting from basic introduction, digital marketing business flow, digital marketing platforms, and branding development.

Socialization and Training on Marketing Digitalization Phase 2

The second stage of the training is divided into three parts, namely (1) product design, (2) product photos, and (3) copywriting and product description. The community is encouraged to use one of the supporting software Canva as a tool to design products and edit product photos. Canva is an online design and visual communication platform with a mission to empower everyone around the world to create any design and publish it anywhere (Canva, 2023). The designs referred to here are logo designs, label and packaging designs, and advertising brochure/pamphlet designs. Of the three types of logos, the community has generally applied label and packaging design to their products. However, it is very rare to find MSME players in Petung hamlet who have logo designs and advertising brochure/pamphlet designs for their businesses. Of course, this is important for MSME players in digital marketing.

Another important thing to consider in creating a logo is adjusting the product identity with the logo created. This identity includes product type, product value, product color, and product shape. Here is a table of interesting logo design examples.

Tabel 3. Example of an attractive logo design

No	Merk	Type	Value	Colour	Shape	Design
1	Aqua	Natural drinking water	Pure and natural	Nature color	➢ Curved ➢ Mountain ➢ Water flow	
2	Indomie	Instant noodle	Noodle food from Indonesia	Instant food colors (red, yellow, and green)	➢ Indo variation writing ➢ Noodle variation writing	
3	Gudang Sayur	Vegetable shop	Sells a variety of fresh vegetables	Vegetable color (green, orange, red)	➢ Curved ➢ Vegetable ornaments	

| 4 | Rabbani | Muslim women's clothing | Muslim, women | Feminim's colour (pink) | ➤ The Arabic letter ra' ➤ Hair/veil | |
| 5 | Rocket Chicken | Flour fried chicken | Rocket brand fried chicken | Instant food colors (red and yellow) | ➤ Letter R and Rockets, Chicken writing | |

Apart from logos, labels are also another important factor in digital marketing. Making an attractive and clear label can increase the chances of buying a product. Based on observations by the KKN team, there is only one MSME actor who has implemented a label in its packaging, namely herbal medicine products.

The community generally only makes finished products that are ready to use without using packaging in these products. Therefore, the community needs to be given socialization and training on labels. Labels are divided into two, namely descriptive labels and Brand labels. Descriptive labels are labels that contain a description of a product listed on the product packaging such as net weight, composition, BPOM number, nutritional content, and so on. Meanwhile, brand / brand label is a description of the brand on the product packaging. Both types of labels must be contained in a product package to add information about the goods/services to be sold. Here is an example of using a label on a product.
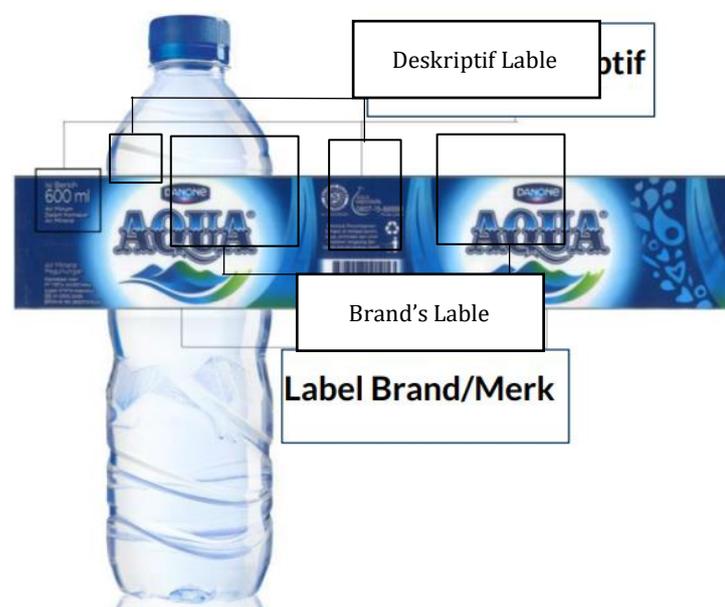
Figure 5. Example of a product label design

After that, the seller needs to spread the product so that buyers know the product. One of them is by using brochures or advertising pamphlets. (Definition of brochures or advertising pamphlets). In digital marketing, the use of brochures and advertising pamphlets is not in printed form but digital. Brochure designs can be made with the help of Canva software, namely by using templates that are already available in the software. This brochure / advertising pamphlet is also a medium for sellers to make it easier to advertise their product variations. Here is an example of using an advertising brochure/pamphlet.

Figure 6. Brochure/advertising pamphlet design example

The use of sentences in advertising brochures/pamphlets also needs to be considered. Sentences are tried to be as interesting as possible and easy to imagine so that sellers can find out about the product even if they only glance at it. The font size on the brochure is also considered, not too small and not too large. The advantages of a product are made with a larger font size (for example 14-20) while other descriptions are made with a smaller size (for example 10-13). Furthermore, the most important and main thing is about product photos.

The goal is of course so that buyers have a picture of the product they are going to buy. However, this process is generally given less attention and is just considered a normal product photo. Two things to consider in product photos are photo focus and photo details. Photo focus means that the photo is focused on the product, while photo details are the direction of taking photos starting from the front, back, side, and the whole product.

The community of MSME players in Petung hamlet has generally implemented this, but only stops at the focus of the photo. In fact, photo details are also important for buyers to be able to imagine the product they will buy from all sides. This allows sellers to provide the advantages of a product in the photo. On the other hand, buyers will be more interested by seeing the advantages of the product in the photo details. Here is an example of the application of product photos.

Table 4. Example of application of product photos

No	Photo's Type	Photo's Result
1	Photo focus	
2	Side photo details	
3	Top right front photo details	
4	Right rear photo detail	
5	Front photo details	
6	Bottom photo details	

The next section is copywriting and product description. Copywriting is an activity of stringing words that aims to persuade and persuade potential customers to take action in accordance with the objectives to be achieved, especially in marketing activities in the digital world. The use of copywriting includes 4 main things, namely product titles, product photos, product prices, and product descriptions.

In digital marketing, the product title used at least contains the brand, product name, and product specifications. Meanwhile, the product photo is not much different from the previous product photo. The focus of the photo on the product is focused on the product and may be given some decoration on the photo as a product attraction. Furthermore, copywriting on product prices is adjusted to the tax charged. In addition, the use of discounts or bonuses can also be utilized so that the product sells quickly. The last thing is the description in the copywriting. This description aims to introduce specific products, variations of products, and interesting sentences.

The socialization and training of digital marketing phase 1 and phase 2 were followed enthusiastically by the community. The community has been given an explanation of the general material about digital marketing in stage 1. The use of digital marketing and its practices in starting digital marketing have also been explained in stage 2. Thus, it is hoped that the community, especially MSME players in Petung hamlet, can apply digital marketing to their goods/services so that they can increase the sales turnover of their products.

4. CONCLUSION

The socialization and training of phase 1 and phase 2 by the KKN 111 UIN Sunan Kalijaga Yogyakarta team was carried out well, and the community looked enthusiastic in the activity. Phase 1 discussed the basic introduction, digital marketing business flow, digital marketing platforms, and building branding. MSME players in Petung hamlet were given explanations and also given the opportunity to discuss or ask questions. Stage 2 discusses practices in designing products, creating product photos, and copywriting and product descriptions. .

The implementation of socialization activities and digital marketing training stages 1 and 2 were responded positively by the community in Petung hamlet. The community always discussed and practiced directly in these activities. This included training on the use of Canva and Shopee software in digital marketing. The researcher recognizes the shortcomings in this research. Researchers are limited in terms of time, money, and thoughts that have been spent. Thus it is recommended that further research be carried out but with different variables or different samples.

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