

DIGITAL MARKETING BASED ON THE “SIMBOK BLONJO” APPLICATION AS DEVELOPMENT OF THE POTENTIAL OF MANGUNRANAN VILLAGE MIRIT SUB-DISTRICT

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Abstract - Technological developments are currently growing rapidly, so they need to be responded quickly so as not to be left behind. This service activity aims to provide socialization to Micro, Small and Medium Enterprises (MSMEs) actors about how important it is to use digital electronic technology in this era, it dominates to help almost all people's daily activities, as well as for owners of Micro, Small and Medium Enterprises. Medium Enterprises (MSMEs) which can increase their business by utilizing the use of technology through a platform known as social media. DISPERINDAG provides a platform to market MSME products and also teaches how to create accounts for MSME actors through an application called Simbok Blonjo. Therefore, we, as a service team, invite DISPERINDAG to teach how important digital marketing is for marketing MSME products.

Keywords: Technology, Simbok Blonjo, Digital Marketing

1. INTRODUCTION

The rapid development of technology in the current era of globalization has had a beneficial impact on progress in various social aspects. The use of technology by humans in helping to complete work is something that becomes a necessity in life. This technological development must also be followed by developments in Human Resources (HR). Humans as technology users must be able to take advantage of existing technology, as well as subsequent technological developments. This is done so that the next generation is not left behind in terms of new technology. Technological progress is something that we cannot avoid in this life (Warmayana, 2018). With technology that is connected online without any time and place limits, so it is widely used in businesses and businesses in various fields. Utilization of information technology in running Business or often known as e-commerce for small business owners can provide flexibility in production, and delivery to consumers more quickly, so that digital marketing is needed for MSMEs (Sulaksono, 2020).

One of the things that can be utilized for e-commerce is marketing using existing technology (digital marketing) (Retnasary, M., Setiawati, SD, Fitriawati, D., & Anggara, R, 2019). Marketing activities in businesses become easier and wider in scope. It is not only business owners who get the benefits, but consumers also find it easier to get the information they need regarding the services and products offered by business owners and consumers find it easier to order and buy them. Apart from that, marketing is a business function whose job is to identify customer needs and desires, determine the market, and determine which goals or targets can be best served by the business owner, as well as designing the right products and services to serve that market. Digital marketing is any effort made to market a product or service through or using the internet and social media. Digital marketing in this modern era is important for micro, small and medium enterprise (MSME) owners (Purnamasari, H., & Ramdani, R, 2020). because it can make its products known to the wider community/consumers so that sales and productivity can increase. (Lawrenche, F., Wulandari, N. et all, 2020)

Mangunranan Village, which is in Mirit District, Kebumen Regency, is a village that has a lot of potential for developing agricultural and plantation commodities. Through lowland rice farming and crystal guava plantations, local people have the opportunity to increase their income. Therefore, to be able to compete, MSME actors need to be empowered and developed by involving all stakeholders , especially local governments. Moreover, until now there have been many private parties who have also helped guide and encourage MSMEs to continue to grow. Government Kebumen Regency provides support with the Simbok Blonjo application which can be accessed via the website <https://blonjo.kebumenkab.go.id>. According to Yazid Mahfudz, the former Regent of Kebumen, he explained that there are a variety of MSME products that can be purchased through Simbok Blonjo, some of which are even sold in a number of modern markets or supermarkets, including packaged food and drinks, such as coffee, ambal satay, tiwul, ant sugar. Apart from that, there are

also handicrafts in the form of woven bamboo, waist bags, and various other souvenirs . The Simbok Blonjo application was deliberately created as a place to shop as well as promote various Kebumen MSME products.

In the current era of the industrial revolution, all business actors are required to adapt to a rapidly changing business environment, one of which is by relying on digital technology. Several studies state that digitalization can improve the performance of MSMEs. This socialization of digital marketing is one of the efforts to realize MSMEs towards digitization so that they can achieve the effectiveness of their marketing and increase the performance of MSMEs. Current offline sales activities certainly greatly reduce their income so that educational activities are needed to help them in selling. Education and outreach about the benefits of digital marketing, implementing the use of social media and E-commerce for MSMEs in Magunranan village aims to improve marketing quality and profit through technology that makes it easier for consumers to transact in today's digital era. This education and outreach is carried out using audio-visual including guidelines or how to use social media as a means of promotion and how to use E-commerce as an effort to optimize orders and services that are urgently needed during a pandemic. This socialization program is expected to help MSME players understand effective sales strategies and how to sell on the Simbok Blonjo application through the use of digital marketing technology.

2. METHOD

This assistance uses an Asset Based Community Development (ABCD) approach , which prioritizes the utilization of assets and potential that exist around and are owned by the MSME and BUMDES groups in Mangunranan Village. There is a desire and skill to market products into assets that can be used as a forum for the community to increase income.

The ABCD Method has five key steps to perform assistance is as follows:

1. Discovery

The process of rediscovering success is carried out through a conversation or interview process and must be a personal discovery of what an individual's contribution is to give life to an activity or business. At the discovery stage, it was discovered that there were still many MSMEs

2. Dream

By creatively and collectively seeing possible futures, what is most valued is linked to what is most desire. At this stage, the MSME and BUMDES groups in Mangunranan Village together with the Community Service Team have a dream of increasing the community's skills and knowledge regarding digital marketing.

3. Design

At this Design stage , strategies, processes and systems begin to be formulated, decisions are made and collaboration is developed to support the realization of the expected changes. The Community Service Team determines plans and technical implementation of mentoring activities involving business actors or MSMEs, PKK

cadres, and youth in Mangunranan village, Mirit subdistrict to support the smooth implementation of activities.

4. *Define*

The lead group should define a “positive topic choice”: the purpose of the search process or a description of the desired change. constraints in marketing due to the lack of public knowledge about digital marketing which can help expand consumer networks. Mentoring with the community involves the mentor and the community determining the focus of the discussion. In this case, a discussion was held with BUMDES Mangunranan to determine the choice of service topic, namely "MSME digital marketing workshop using the SIMBOK BLONJO application system".

5. *Destiny*

The final step is to carry out the agreed activities to fulfill the community's dreams of utilizing assets. In this stage, mentoring activities are carried out using training methods in collaboration with the Department of Industry, Trade, Cooperatives, Small and Medium Enterprises of Kebumen Regency.

3. RESULTS AND DISCUSSION

Activities with the concept of digital marketing and social media training for MSMEs in Mangunranan Village, Mirit District, Kebumen have been carried out. The method of implementing the workshop is by learning using presentations through power points and with case studies on the basis of digital marketing, where assistance and implementation of social media through practice are guided directly by Triyanawati, SH as a representative from DISPRINDAG. Meanwhile, the implementation of social media was guided by the Chair of KKN 111 Kutosari Hamlet. This workshop was attended by 30 (thirty) participants from MSME actors in Mangunranan Village, Mirit, Kebumen.

(Rapitasari, 2016) says Digital marketing is an embodiment of the application, use or utilization of technology in a marketing process, which occurs in several stages:

- A. New technologies emerge and are put into use.
- B. Technology is starting to be recognized and prioritized in the world of marketing.
- C. Innovative marketers carry out exploration and breakthroughs to improve the function or usability of technology in achieving marketing reach targets.
- D. Technology becomes the main strategy and is adopted as a standard of practice marketing.

The implementation of the Digital Marketing WorkShop for MSMEs aims to:

1. Educate MSME actors about the basics and methods implementing digital marketing in their business.

2. Providing new knowledge and knowledge for SMEs so that they can compete in a healthy manner with other businesses in terms of online marketing through the simbok blonjo application.
3. Introducing tools and needs for business owners in optimizing marketing digitalization and business development.
4. Deepen understanding of digital marketing, especially for MSME actors to use digital platforms as a means for their business needs.

The procedure for creating a shop on the Simbok Blonjo website is as follows:

1. Open the website <https://blonjo.kebumenkab.go.id/> select register (in the corner top righ) fill in the data in the registration form.
2. Check the * I agree to all terms and conditions and chapta code then click register .
3. Wait a maximum of 2 X 24 hours until the registration is verified by the administrator.
4. Save your account username and password, to enter simbok Blonjo after the account is verified.
5. Click Enter in the upper right corner to enter a product photo and product details.
6. Simbok Blonjo can also be downloaded on Playstore at the address <https://play.google.com/store/apps/details?id=id.go.kebumenkab.Blonjo>

One of the online shop implementations provided by the Kebumen Regency Government is a place to market MSME products, such as the Simbok Blonjo application. The appearance of the Simbok Blonjo application can be seen in Figure 1 and examples of products being sold can be seen in Figure 2.

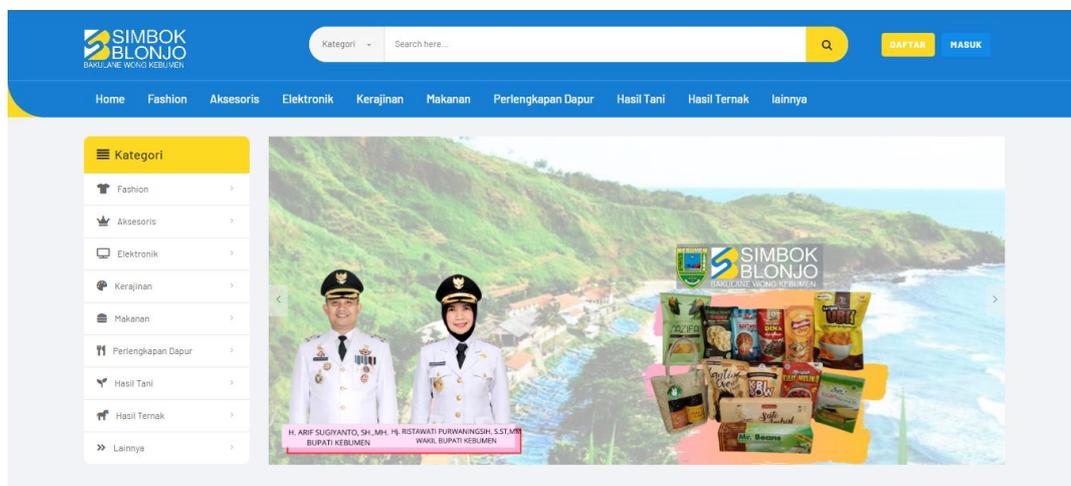


Figure 1. Display of the Simbok Blonjo

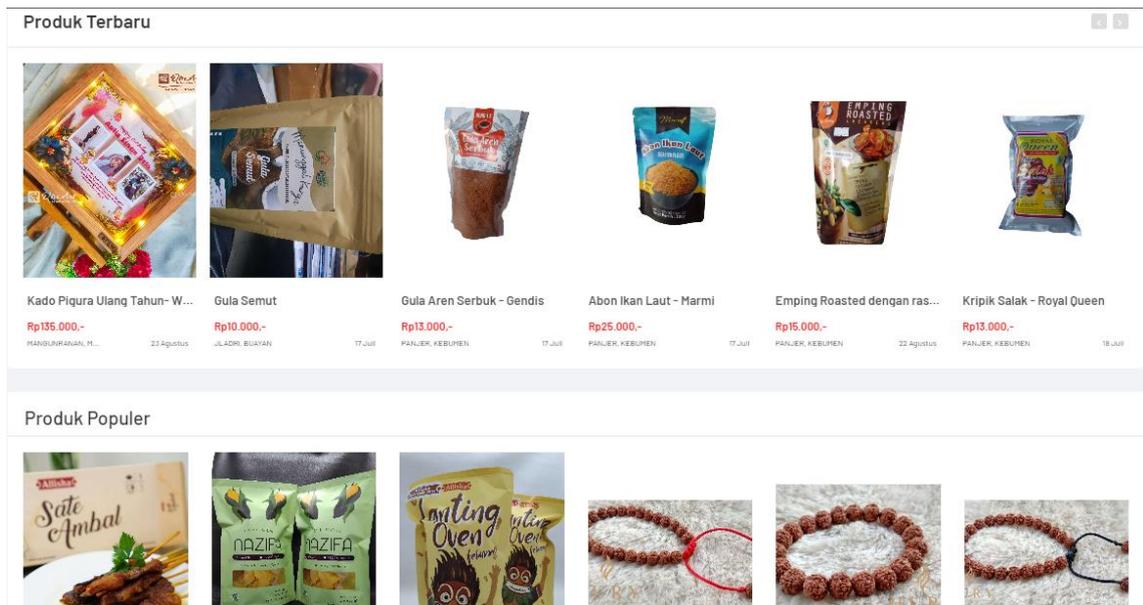


Figure 2. Examples of products being sold

The results of Community Service are divided into three main stages. The first stage is the survey and socialization stage, the second stage is the implementation of activities and the third stage is the evaluation and dissemination of results.

Survey and Outreach is the first step carried out in this program, namely a survey to determine the level of understanding of MSME business people in Manguranan Village, Mirit District about digital marketing. As well as the findings in this field are used as training materials. This activity began with attending a Village Owned Enterprise (BUMDES) meeting with the village head and community leaders.



Figure 3. Village Owned Enterprise (BUMDES) meeting with the head village and community leaders.

The service plan is presented to provide an overall picture of the program to be implemented by the service team. The activity was continued with a survey of

various MSMEs run by the community in the Magunranan Village. Based on the survey results, it was shown that the average business run by the Mangunranan Village Community was a business of handmade crafts such as sofas, snack chips, crackers, pastries, herbal ginger and processed snacks. It turns out that these businesses still have a number of obstacles in terms of marketing due to the lack of public knowledge about digital marketing that can help expand their consumer network so socialization is needed on ways to increase sales through digital marketing, both through social media, websites and marketplaces . This is in accordance with Oktaviyani and Rustandi's research (2018) digital marketing can also build brand awareness, which is done by determining the social media that will be used for message planning, and determining the promotional mix techniques that will be used. By using some of these strategies, it is hoped that MSMEs in Mangunranan Village can increase their business income and create global competitiveness by adopting several technologies for the effectiveness of their business operations.

Implementation of this activity on August 23 2023 at 09.00-11.30 WIB at the Magunranan Village Hall, digital marketing training was carried out as an effort for the development of MSMEs in the Mangunranan Village. The training is carried out by inviting people who have MSME businesses, BUMDES members, PKK cadres, and youth in Mangunranan village. The material presented was related to knowledge about what digital marketing is and training for using the Blonjo symbol application delivered by the Kebumen Regency Industry, Trade, Cooperative, Small and Medium Enterprises Office (DISPERINDAG) team.



Figure.4 Implementation of Digital Marketing Workshop Activities
Filled from DISPRINDAG

This type of training provides outreach on how to market a business through one of the digital marketing platforms, namely Simbok Blonjo, using social media WhatsApp, Instagram and Facebook. The training participants were provided with how to use the Simbok Blonjo Application, starting from registering, creating an account, uploading products and providing certain tips so that consumers can find our products at the top by optimizing hashtags, uploading in feeds and providing education to consumers about their MSME products. This application and social media were chosen because they are suitable for the products produced by Maguranan sub-district MSMEs which can be posted on the marketplace and other social media to reach wider consumers. In the socialization, an understanding was also provided regarding good packaging methods to avoid package damage while on the road so as to minimize existing losses. Snack products like this can be developed even better if the marketing used is supportive so that they no longer use traditional marketing such as through verbal communication. The potential for this business can get promising profits along with consumer knowledge of the product.

Evaluation and Dissemination of Results Digital marketing training is provided with materials including understanding related to digital marketing, concepts and benefits of digital marketing, as well as practical training on creating an account to open a shop on the Simbok Blonjo application.

As well as based on observations, assistance and evaluation carried out on MSME actors in the Mangunranan Village, it has been shown that there has been a change in knowledge before and after the workshop was given to MSME actors in the Mangunranan Village. Significant changes have taken place in stages, starting with the ability to use technology via gadgets/smartphones to upload products online and promote MSME products to prospective buyers of the Simbok Blonjo application.

4. CONCLUSION

Business actors or MSMEs in Mangunranan village have the opportunity to develop their businesses further by applying knowledge from Internet Marketing. By using the right methods, business actors or MSMEs can compete globally and gain significant profits. Thus, even though it is in a rural area, the economy will continue to run.

5. ADVICE

Suggestions for Village-Owned Enterprises (BUMDES), it is best to consistently assist and monitor MSMEs regarding the process of implementing digital marketing and social media, especially in the Mangunranan Village. As well as suggestions for SMEs to collaborate with each other to improve the quality of their products.

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