

# **The Effect of Digital Marketing Training as part of a Marketing Strategy on Improving MSME Business Performance**

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The development of micro, small and medium enterprises in Indonesia has begun to develop, as can be seen from the growth of MSMEs which is currently increasing from year to year. The development of this business cannot be separated from the times. Several years ago MSMEs entered into a promotional strategy and sales strategy was still offline and their marketing strategy still used advertisements, brochures or only relying on business locations or shops as a place for meetings between merchants and sellers.

The offline sales pattern needs to be changed, namely by incorporating digitalization and digital marketing strategies by utilizing various online media, especially social media as a means of promotion. Especially when the world is hit by the Covid 19 pandemic, SMEs need to accelerate their ability to be able to use online media in selling.

However, there are still many MSMEs business players who do not use digital marketing in their business. This was in for right of their ignorance about how to use digital marketing. Therefore the aim of this research is to create a digital marketing training model for SMEs that will be used in business development.

Based on the results and discussion, the impact of this training is that MSME entrepreneurs are able to carry out digital marketing well in their business, such as creating promotional content on websites, chat applications or by using social media in the context of the sales process.

Keywords: MSMEs, Digital Marketing, Training, DMRL

## **Background**

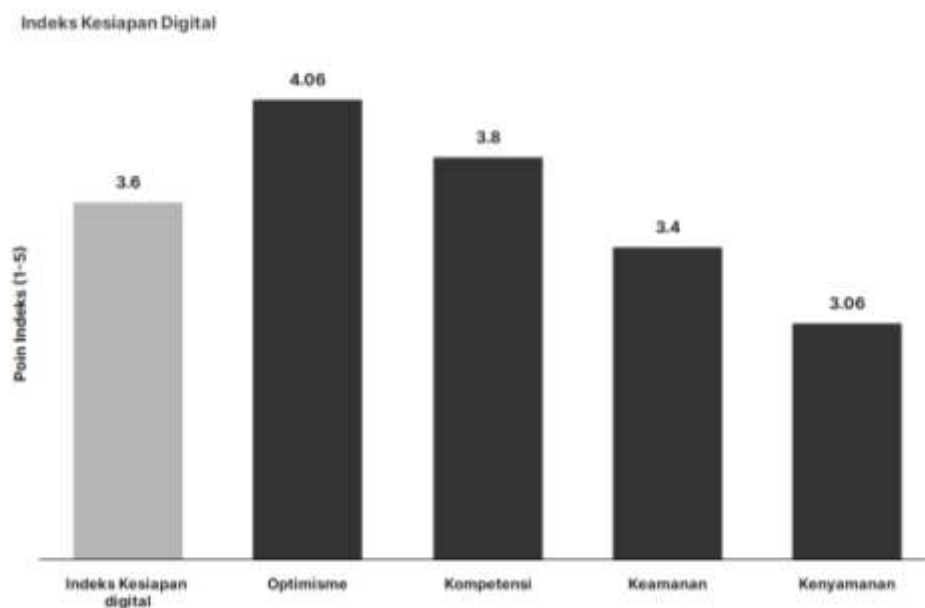
Technological progress is something that cannot be avoided, the use of online media continues to increase from time to time. All parties are forced to be able to adopt these technological developments. In early January 2020, online media users in Indonesia reached 175.4 million with a penetration rate of 64% as stated in the We Are Social 2020 report. The large number of internet users opens opportunities for SMEs to switch to the online world.

This condition is reinforced by the arrival of a wave of economic crisis due to the Covid-19 pandemic which has had an impact on the sustainability of micro, small and medium enterprises (MSMEs). Data from the Ministry of Cooperatives and SMEs stated that at least 37 thousand MSME actors were hit during the pandemic.

In the Katadata Insight Center (KIC) survey of MSMEs in Jabodetabek in June 2020. The survey results show that only 5.9% of MSMEs are able to reap profits amid the pandemic, those who are able to make profits are those who have the ability to adapt to using online media

Why is only 5.9% able to adapt well to the use of online media? Still from the Kata Data Insight Center (KIC) survey of MSMEs in Jakarta in June 2020, it is known that the readiness of MSMEs to

transform is still low. In the Digital Readiness Index compiled by the Katadata Insight Center (KIC), it is known that the digitization of MSMEs is strongly influenced by perceptions of optimism and competence in using the internet. In addition, the level of comfort and safety is not too high as seen in the following graph



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Thus, to encourage the readiness of MSMEs to transform using online media, it is necessary to increase the digitally readiness index, one of which is by conducting training on the use of digital marketing for MSMEs.

## Literature Review

### 1. Digital Marketing

Business competition is getting tougher where the marketing strategy changes from offline to online as a measure of business success. Utilizing the Internet can be one of the success factors for the introduction of products ke a wider global market becomes easier and saving (Sulistiyorini, Royanti, & Yuniyanto, 2014).

For MSMEs the use of digital marketing has several advantages, one of which is being able to improve company performance (Fatmarini, 2011). According to the American Marketing Association (AMA), digital marketing includes all marketing activities based on digital technology that create and process to communicate company values to consumers or related parties (Kannan & Li, 2017).

According to Artaya & Baktiono (2016) there are several advantages of marketing through online systems or digital marketing which include:

- (1) There is no time limit
- (2) There is no place limit
- (3) Be able to market products easily

(4 ) Can be profitable for businesses because operating costs are smaller than offline businesses

There are several applications that can be used by MSME players as a digital marketing strategy, including : (1). Website, (2). Social Media, (3). Chat application, (4). Blogs, and (5). E-mail

## 2. *Training for Small & Medium Enterprises*

UKM owners usually only depend on the ability to make products and sell as they are . So that business people have often had difficulty in improving the performance of its business , both in terms of marketing, technology, and finance. In the long run, this condition will of course affect business continuity. G una keep to Air langsung effort, the ability of the owner or

employee capabilities need to be improved.

Training is an effort to increase the knowledge and abilities of employees in doing their jobs so that they are more efficient and effective (Sofyandi & Herman, 2008).

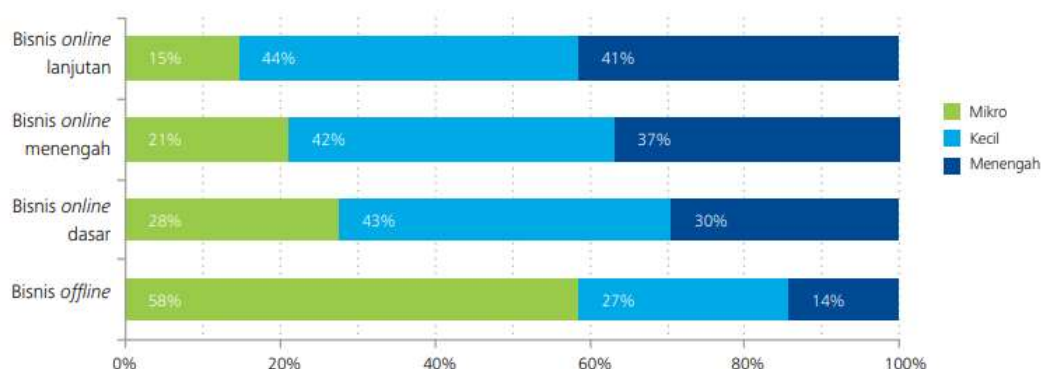
There are several advantages of participating in training that can be achieved by SMEs including;

(1) increasing company productivity, (2) preparing employees to meet predetermined work standards and (3) reducing the risk of failure

## 3. *Digital Marketing Readiness Index*

Based on research conducted by Dellolite (2015) 58% of micro businesses are still in offline business and 43% of small businesses are in basic online businesses, this shows that micro and small entrepreneurs need a big boost to be able to increase their digital engagement rates. , and one way is by doing training.

Gambar 1. Bagan Keterlibatan Digital



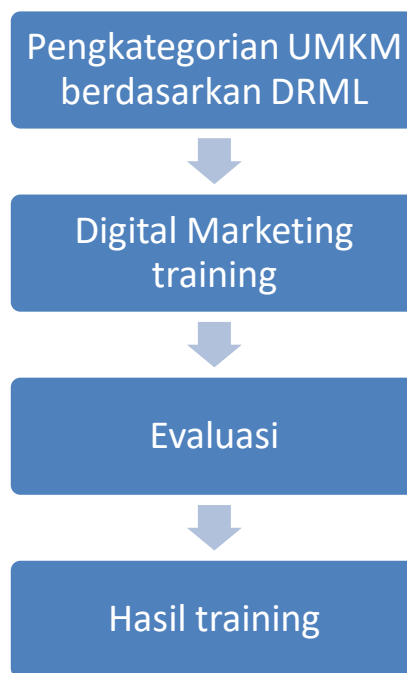
Sumber: Stancombe Research & Planning, Deloitte Access Economics

Sumber : Dololite 2015

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Framework of thinking

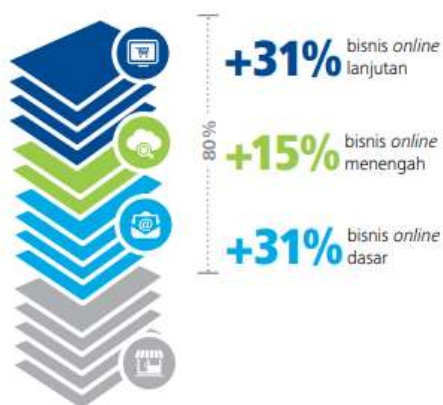
Figure 2. Digital marketing training process



## Results and Discussion

As stated earlier, the use of online media today is very important, especially to increase the income of MSMEs. The expected rate of increase in revenue for increased digital engagement can be seen below

Figure 3 Expected revenue increase by digital engagement



Sumber : Dollite 2015

From the results of research conducted on 90 MSMEs, it is known that the categories of MSMEs based on DRML before and after training are as follows:

Table 1 Distribution of MSMEs before and after training based on DRML

	Sebelum Pelatihan				Sesudah Pelatihan		
	Akses internet	Media sosial	Jejaring		Akses internet	Media sosial	Jejaring
Bisnis offline				Bisnis offline			
10	10	-	-	-	-	-	-
Bisnis online dasar				Bisnis online dasar			
70	70	40	-	50	50	50	-
Bisnis online menengah				Bisnis online menengah			
10	10	10	10	40	40	40	40
Bisnis online lanjutan				Bisnis online lanjutan			
-	-	-	-	-	-	-	-

Resource: research result

From the results of research and clustering of MSMEs to be trained, it is known that all participants have internet networks but there are 10 people who do not have social media at all for reasons of being clueless. After the training was carried out, all participants had social media and were able to use them well.

From the results of the evaluation carried out one month after the training, it was found that there had been a significant change in digital involvement, namely a shift in the level of about 30% of the training participants who entered the next level of involvement.

The training material provided is tailored to the needs of the participants according to the clustering of digital engagement categories as follows:

Table 2 Training Materials provided

Offline business	Online basic business	Online middle business	Continued online business
Introduction to digital marketing	Social media optimization	Use of email marketing	Financial technology
Introducing business whatsapp	Optimization of business whatsapp	Blog creation	Licensing
Social media creation	Making google my business	Product photos	

## Result

Based on the results of observations and interviews regarding digital marketing training for MSMEs, there are still many Micro, Small & Medium Enterprises (more than 36% of Micro, Small & Medium Enterprises have not taken advantage of digital marketing). Even though as we know, the use of online media is currently growing rapidly and currently more than 64% of people are looking for any product via the internet.

Based on the observations made so that the training is right on target, it is necessary to first group the participants according to their level of digital involvement, so that the training results can be maximized, and around 60% of participants who experience an increase in digital engagement admit that they get additional income from online media of around 20%

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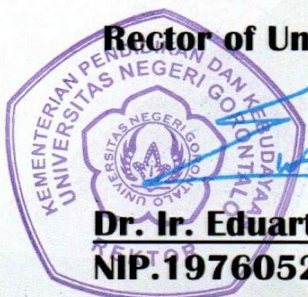
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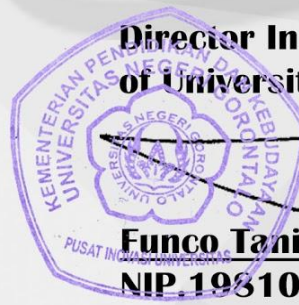
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