

DMT-CE (Digital Media Training-Capability Enhancement) Culinary Business Sector Sop Asep Amih Sukabumi to Improve Online-Based Adaptive Marketing Capabilities

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ABSTRACT

The purpose of implementing this community service is to provide digital media training to increase the adaptability of online-based marketing by using social media applications and marketplaces that are still organic, adequate digital literacy, courage and ability for business actors to carry out digital transformation are prerequisites. important to support this goal. The implementation of the training is carried out through several stages. Through the PKM activities that have been carried out, positive information and feedback is obtained that DMT-CE is considered to be able to provide useful output that is able to motivate and encourage PKM partners, namely the Soup culinary business Mr. Asep Amih Sukabumi to be able to improve online-based adaptive marketing capabilities through the use of social media applications and marketplaces in the post-Covid-19 digital era. WhatsApp, Facebook marketplace, and IG for business are the digital platforms that are most consistently used in current digital marketing practices as a form of adoption and practice of transforming innovative and adaptive business models and processes within the digital ecosystem to rise and rise. classy, has better competitiveness, and can maintain its existence by increasing profitable sales on an ongoing basis.

INTRODUCTION

Industry 4.0 (I4.0) represents a new manufacturing paradigm in the global economy. The shift towards full digitization in production processes, logistics, organization and the entire supply chain is seen as a promising fourth industrial revolution (Kamble et al., 2020). Interestingly, because the digitalization of business in the era of the Industrial Revolution 4.0 (IR 4.0) has shown a deviation in the past expectations of MSMEs players, this signal has been seen so massively the progress and use of the *Internet of Things (IoT)* has disrupted various aspects of human life, especially in the economic field (Firmansyah, Suryana, et al., 2022). Digital technology has dramatically changed the organization and marketing environment. Whether this presents opportunities or challenges for small and medium-sized organizations depends on how these organizations approach them, strategically (Quinton et al., 2018).

The digitization of a company is seen as a basic requirement for companies to enter this industrial revolution. Therefore, many initiatives to deal with I4.0 can be carried out by the private sector, especially small and medium enterprises (SMEs) to survive, rise and continue to develop sustainably. This push is also inseparable from the impact of Covid-19 which has shown that various *digital platforms* in the digital economy era can offer opportunities (Calzada, 2020), as well as ushering business actors into widespread multifaceted vulnerability in uncertain business conditions to develop or simply survive, this continues even until some time ago it was stated that the condition has passed the post-Covid-19 era.

Amazingly, with the help of current digital technology adopted by SMEs in responding to the complexity of the post-Covid-19 crisis amid the issue of IR 4.0 and technology, the era of big data and the era of disruption that is increasingly massive along with the rapid growth of digital technology, has taught and improved the capability of innovative business models and processes as a form of adaptation, as well as increasing the ability to *manage* resilience for many SMEs to continue to survive, rise, move up through renewable business *spaces* to regain competitiveness (Firmansyah, Rifa'i, et al., 2021). Although not a few of them still try to start it or are still in the course of modification and adaptation even in failure. At least 17.25 million MSME players or as many as 26.5 percent of the 65 million MSMEs have entered (*onboarding*) in the digital ecosystem that exists and is recorded at the Ministry of Cooperatives and SMEs (Keminfo, 2022b). The adoption of I4.0 and technology is recognized by many SMEs as having improved their performance, which is one of the keys to the success of SMEs in order to be able to develop and survive. The Covid-19 pandemic has clearly encouraged the growth of some MSMEs in *e-commerce* to be accelerated. According to Google's 2021 research, there have been an additional 21 million consumers who transact through digital applications (Keminfo, 2022a).

As for digital applications with *low costs* that are widely adopted and facilitate SMEs to rise and improve in the digital era related to marketing and *e-commerce* (Ghezelbash & Khodadadi, 2017), including social media based on *chat* applications or *instant messaging* marketing, social media or *social media marketing* based on images and short videos, as well as *marketplace* applications. *E-commerce*

is now increasingly supporting the marketing process which is inseparable from the development of various social media as the basis for interaction in the *marketplace* (Syuhada & Gambett, 2013), which is supported by other strategies and applications that are organic and free. However, it is recognized that the reality is that there are not a few SMEs that have not succeeded and are difficult to develop even though digital transformation has occurred in recent times. This condition shows a lack of readiness in adopting and utilizing digital applications to support the business process of going digital SMEs (SMEs), thus indicating the need for an increase in *digital* literacy and its utilization practices even though it requires assistance from actors who can become *incubators* outside the role of the government (G) as *aggregators* which can also be an incubator, one of which is from the academic environment (A) where in this case assistance and training can also be carried out through the implementation of community service (PKM) by the service team.

Assistance for SMEs to *go digital* based on social media and marketplaces through education, training, practice and evaluation strategies in the implementation of PKM that has been carried out previously by service teams in several different SMEs, has benefited that there is success and ability to use social media and *marketplaces*. has provided an advantage. Some of the advantages that have been obtained, for example: the ability to connect and reach a larger number of consumers, the facilitation of fast and clear communication between two parties (business-customer relationship), improving knowledge sharing behavior and wider access in a virtual environment, are also attractive to SMEs in relation to visualization and considering distance, time and location. This is inseparable from the assumption and recognition of some SMEs that apart from low costs, the adoption of social media and *marketplaces* or other *online* selling applications that are still organic and free in nature has ease of use and technical management. Statistically, the popularity of social media and *marketplaces* in turn gives an indication of the great influence that such applications bring (McCann & Barlow, 2015; Kim et al., 2010), Supported by subsequent developments is the use of *mobile* technology which means that users can access media anytime, anywhere (Kaplan & Haenlein, 2010). Therefore, businesses are increasingly trying to embrace social media and *marketplaces* as an integral part of working life and leverage them for competitive advantage (Qualman, 2012; Kiron et al., 2012). The increase in sales with all strategies and marketing (*offline* and *online*) implemented, also taking into account a number of costs to support it, shows that a company is able to compete with its competitors, namely the company already has a market share and growth *share* that has been successfully utilized optimally so that it continues to experience *growth* (Firmansyah, Suryana, et al., 2021; Firmansyah, Susetyo, et al., 2022).

The results of the observations of the research team before the implementation of this PKM, it is recognized that SMEs in the perspective of renewable business practices in the digital economy era for most SMEs already have critical thinking and skills, are smart and have digital literacy, have benefited from the ability and success of business practices through the use of various *flaforms* digital, on the contrary, not a few of them are not ready and still

have doubts in adopting and utilizing digital media to support their business processes even though it is seen that the facilities owned are quite adequate and very possible for digital transition or transformation even consistently and sustainably to be carried out. The condition of such SMEs is considered to require digital marketing assistance based on social media and *marketplaces* through educational strategies, training and improving their practices, as well as becoming PKM partners. Culinary business actors Sop Buntut Asep Amih and Centra Gas Sukabumi are the subjects and partners of PKM carried out by the current service team.

The implementation of PKM is prioritized in the culinary business sector, because from the Centra Gas division with the types of gas products offered are oxygen gas (O₂) and LPG gas seen from the marketing and sales aspects, it is quite good and smooth referring to the results of observations that have been made. While the culinary sector can be said to be diversified, it has only been running for a few months so it is not well known by potential customers, where operations related to marketing and sales are assisted by the installation of banners in the area / location of sales as well as part of advertising, also relying on relationships and communities both *offline* and *online* by using social media apps. Asep Amih's Oxtail Soup culinary business has the potential to develop and continue to survive because it has a unique fast food processed characteristic, namely Oxtail Soup which is equipped with other types of processed food, also routinely innovates and modifies processed as a form of refreshing its products, so that these business actors are still worthy of being appointed by carrying out assistance related to *online* marketing which is more about increasing adaptive and innovative capabilities through digital media education and training strategies and capability improvement (DMT-CE) in *online-based* marketing practices, so that from the beginning of its business operations it is able to adjust its business models and processes in line with the demands of environmental changes, changes in the consumption behavior of the surrounding community in the current post-Covid-19 digital era. The creation, improvement and exploitation of knowledge, digital literacy including the understanding of factors related to modern-era economic activity play an important role in determining a better position of companies in the global market so as to be able to strengthen business performance amid intense competition which continues to be followed by the shadow of the massive era of disruption in various aspects (Firmansyah, 2022a).

Therefore, the purpose of implementing this PKM is to provide digital media training to one of the culinary business actors of Sop Buntut in Sukabumi, located on Jl. Rambay, Sukabumi Regency. It is hoped that *the implementation of digital media training- capability enhancement* (DMT-CE) can provide benefits for partners and interested parties. In general, the implementation of SME digital education and training is well carried out by stakeholders including the incubation, assistance and service of academics (A); can be a potential alternative strategy suitable for SMEs in taking advantage of technological opportunities in connection with the importance of the business digitization process (Saepuloh et al., 2022), which allows it to survive and continue to develop sustainably in the

era of the digital economy (Wahdiniwaty, Firmansyah, Suryana, et al., 2022), with the presence of critical behaviors and skills, adequate digital literacy, increased digital awareness and digital inquiry capabilities (Firmansyah & Saepuloh, 2022), The courage to undertake digital transformation through the ability to leverage social media and *marketplaces* to support expanding its marketing reach (Setiawan et al., 2021), according to its distribution and the boundaries of the areas it can serve. Online marketing *practices are also* an adaptive form of business in the perspective of information dissemination and existence, as well as a form of mix with *offline* business processes that remain relevant traditional strategies continue to be inherent and highly relied upon for this type of business.



Figure 1. Location of PKM Partner SMEs

The feedback, from each stage of this digital media training, is expected to have a positive impact on culinary business actors Sop Asep Buntut Amih as PKM partners; with the increase in digital awareness and skills, the quality of human resources (HR), courage and the ability to make adjustments and transitions to relevant business processes *in real time* with the adoption of a variety of suitable digital media at a low cost, to support *online-based* marketing activities in sustainable practices. The implementation of DMT-CE, of course, can be done by utilizing existing telecommunications infrastructure, various policies, stimulus, assistance programs and *ecommerce and marketplace* platforms from the government intended for MSMEs, including utilizing the commitment of the private sector that has provided various *digital e-commerce platforms and marketplaces*. so that the implementation of this digital media training is expected to help / support government programs, goals and policies and complement the role of other stakeholders, in an effort to improve *online-based* adaptive marketing capabilities for SMEs who become partners, as well as to support their business practices to continue to be updated in business models and processes as well as sustainable operations with better economic performance that has high competitiveness. The implication is that with the resilience and revival of sustainable SMEs collectively across various sub-nationals, from an economic perspective, it has the potential to contribute to the performance of the national economy that has global competitiveness (Wahdiniwaty, Firmansyah, Dede, et al., 2022).

IMPLEMENTATION AND METHODS

Surveys and observations of a small scope are selected and carried out as methods for the initial stage related to the search and excavation of information,

potential, identification and determination of themes and objectives of PKM implementation. Small surveys aimed at the sub-subject ecosystem of a particular area of the region to seek preliminary information and identification of current social phenomena (Hibberts et al., 2012), to find out the opinions of individuals/samples/subjects of the observation area can be supplemented by observations and face-to-face interviews (Sharma, 2017; Firmansyah, 2022b). Therefore, interviews to get participatory responses from PKM partners are also carried out so that information is obtained related to the constraints of online-based marketing capabilities, which may be minimized through the training stages by the PKM implementation service team with the theme "DMT-EC UKM to improve *online-based* adaptive marketing capabilities. ". Therefore, the implementation of this PKM through a series of activities that begin *with surveys* and *observations*, identification, information analysis and digital marketing constraints of PKM partners, selection of *alternative solutions* as a basis for determining the possible training theme can be carried out, *stages of training implementation*, evaluation of results as *feedback* and *outputs* as *targets* to be achieved.

In detail, these PKM stages: (1) conducting small surveys, observations, interviews and socialization to SMEs who are PKM partners; (2) identification and analysis of problems and needs of SME partners in their relevance to the theme of PKM; (3) preparation of PMD-EC training facilities and infrastructure; (4) implementation of PMD-EC through social media and marketplaces, activating and *re-refreshing* existing *online* marketing accounts, *updating* business profiles, content and product descriptions; (5) mentoring and evaluation of training.



Figure 2. Visit



Figure 3. Soup-Asep Amih

This stage is carried out in order to provide positive *feedback* as a target target that is expected to be related to improving the ability to adjust online-based marketing in sustainable practices as an output target to be achieved: (1) SME partners update and revive *existing online* store accounts on *chat-based* social media (*instant messaging marketing*), or *social media marketing*. image-based and short-duration video, also in *marketplace* applications; (2) Partners are able to update business profiles, content, *refresh* and complete product descriptions regularly, (3) partners are more familiar with strategy adoption the adaptive continues to be updated in line with the changing historical ups and downs, comments, *viewers* and demand from *selected* social media online marketing; (4)

actively modify, revise and innovate product information content and materials to find ways and best strategies that are attractive in the customer's perspective, always making adjustments in sustainable practices. Where this stage can be done by SME partners using an *Android smartphone*. The next step for solidification, it is necessary to implement the results of DMT-CE and its evaluation.



**Figure 4. Culinary Asep -
Amih Soup**
*Onboarding Platform Digital
SocMed & Marketplace*



**Figure 5. DMT-CE,
Team Preparation**



**Figure 6. Advanced -
Development and Practice**

Surveys and observations equipped with face-to-face interviews were conducted jointly with the service team at the beginning, middle, and end of August 2022. The implementation of PKM will be held from September 02, 2022 to October 9, 2022. The Service Team consists of four people who specifically have multiple roles / dual roles in accordance with competence, scientific fields, and willingness to carry out each task during the implementation of the "DMT-CE" service in the small and medium enterprises (SMEs) sector in Centra gas Sukabumi with a focus on implementing PKM more on the culinary business Sop buntut Asep Amih as part of the diversification of the type of business. Namely holding preparatory meetings, compiling and making plans for the implementation of service that are adjusted to the time and readiness of service team members and SMEs who are PKM partners, coordinating, ensuring the implementation and completion of the PKM program properly. The team members socialize, identify and analyze the needs and readiness of SME partners in participating in training, prepare and ensure the readiness of rungan and training infrastructure (rooms are available at the location of SMEs that are PKM partners), become presenters to provide digital media training in turn that integrates and collaborates multidisciplinary science between management lecturers, accounting lecturers and economics. Ending by providing input on the results of the evaluation of the implementation of DMT-CE based on the presence or absence of improvement in *online* marketing capabilities in the perspective of SME practice as *feedback* on the implementation of this PKM.

Implementation of DMT-CE

The implementation of digital media training for capacity building (DMT-CE) begins with re-verifying, reopening pre-existing digital store accounts on social media and *marketplaces* that are organic and free using *android smartphones*. The activeness of accounts and emails shows *e-commerce* and *updating* product information and interesting content that complements it, and product descriptions on social media have been carried out by SME partners although the intensity is still rare and less patterned, where this will be related to strategy, time and *branding*. After account verification and other readiness are considered adequate, then the phase 1 training program activities are carried out introduction and training by providing materials: google account, managing the activeness of the *online* store account, managing account security and using *google drive* for various important data related to product data information, sales data including customer data so that it is not damaged or lost. Stage 2 training activities, discussions and *online* marketing practices with a patterned and planned intensity, are carried out repeatedly to find when the right time (*best time*) is related to promotion and *branding*, uploading products that can generally and commonly be seen from the history of *viewers, followers, likes* and comments, but this basis becomes information and input that has the potential to find a marketing strategy *proper online* sustainable. Phase 3 training activities, utilizing social media features equipped with product shooting techniques, short-duration videos and their modification and processing, then predicting *when uploading* product images or videos on social media accounts and *marketplaces* should be done. Phase 4 training program activities jointly evaluate digital media training activities to improve *online* marketing capabilities that have been implemented.

RESULT AND DISCUSSION

After PKM's partners, namely culinary business actors, Asep Amih Sukabumi, participated in several stages of digital media training activities to improve adaptive online-based marketing skills (DMT-CE) through social media applications and *marketplaces*, after the training that not only has an online store account but is consistently better able to manage *online* accounts to support his *online* marketing, Both in *chat-based* social media marketing and image- and short video-based *social media marketing*, as well as *marketplace applications*. The adequacy of digital literacy, courage and the ability to carry out digital transformation of business actors (PKM partners) can be said to be important requirements that can facilitate applications and practices. The results of the training show that digital literacy and the ability to make a business transition to digital is very possible to be carried out quickly by PKM partners and its implementation has the potential to continue to increase when it has become one of the habits in the business operational process related to the offering and sale of its products through *digital platforms*. *WhatsApp, Facebook, IG, line, telegram* are some of the social media applications and marketplace applications that are now post-training is considered the most feasible / appropriate and is increasingly used to support the dissemination of information, promotions / advertisements, product updates and offers digitally as well as very supportive for business development with the ability to take advantage of the various features of the

application. The ability to survive and continue to operate the culinary business Sop Buntut Asep Amih Sukabumi in the post-Covid-19 era has shown that this business actor already has the ability to adopt digital technology to support the development of his business which continues to make adjustments to the way and strategy of selling in utilizing various digital platforms that are considered the most appropriate with their area and type of business.

The results of the service team's evaluation of the implementation of DMT-CE, obtained information that there has been an increase in *online* marketing capabilities in the perspective of the practice of using and utilizing social media and marketplaces in a planned manner in higher intensity, complemented by making changes or adjustments to different digital marketing methods and strategies to be able to improve *the brand*, trust, attractiveness, buying interest and sales volume although it has not been seen significantly difference if it is developed with before the existence of mentoring and training. Such conditions are also positive feedback that are targeted and the external targets that are expected to be achieved with assistance and training through the implementation of this PKM.

PKM activities with the theme of DMT-CE that have been carried out are considered to have provided benefits, both for the service team and PKM partners. After the implementation of PKM, the service team can better understand and know the description and characteristics of the types of products of business actors, digital readiness, increasing digital marketing capacity, adaptation and innovation in business models and processes in digital practices, opportunities and challenges of digital transformation of SMEs. Digital media assistance and training that has been carried out to motivate and encourage PKM partners, namely culinary business actors Sop Buntut Mr. Asep Amih Sukabumi in an effort to improve *online-based* adaptive marketing capabilities through the use of social media applications and *marketplaces* in the post-Covid-19 digital era through implementation by utilizing various free and organic *digital platform* applications. *WhatsApp*, *Facebook marketplace* and IG for this venture are the most consistently used *digital platforms*. Digital applications that are often used by culinary business actors Sop buntut Asep Amih Sukabumi are: First, *WhatsApp*, in the digital era welcoming the 21st century (twenty-one) it is clear that almost everyone always uses this application to support activities in terms of daily communication / interaction quickly both for personal and business purposes, including business processes. Such results are consistently carried out by culinary business actors Sop buntut Asep Amih, related to the dissemination of information, promotions, product updates through *instant messages* and short equipped with interesting photos about the products offered that are aimed at personal / individual customers, groups or communities that exist and have been established (WAG).

Second, the Facebook marketplace is still classified as low cost, the same as what this business actor has done before, but the results of the training show that additional capacity adjustments in online bidding and selling practices through this application are about understanding timeliness considerations (best time)

and targets. The intended customer needs to be considered in every product photo upload complete with description, category, price, tags or other information because after all this product is fast food. This needs to be considered in practice so that it gets faster responses, viewers, followers on the preferred target so that the intended target makes an order or comes directly to the location based on this information. Based on recent practice, it is known that uploading products in the morning (certain hours), close to lunch or late afternoon is more appropriate than updating status or uploading products at any time, for example at 21.xx or before midnight. Meanwhile, target, age, interest, behavior, community, location or reach, new customers and even attracting old customers are also aspects that must be considered regarding the dissemination of information, descriptions and promotional materials, product/photo/image/video update content with good quality or promotions and other advertisements for this culinary business have begun to be carried out as a form of adjustment and improvement to find the most appropriate strategy, which is also considered a survey or market research which is carried out repeatedly so that in the end the best strategy can be found that can optimize online sales. Third, IG is also an application that is often used today by culinary business actors Sop Buntut Asep Amih Sukabumi, where the consistency of its application and utilization is almost the same as the stages and sales strategies through the Facebook marketplace application. Such conditions indicate that there is feedback from the results of the training by increasing the intensity of promotional or advertising activities through the three digital platforms which are more planned and measurable in practice as a form of increasing online-based marketing capabilities which is always being carried out. by adapting various methods and implementing strategies in the current context. digital/virtual, even though communication and maintaining relationships offline are still very reliable for this type of business in an effort to maintain and increase sales.

There is an increase in the ability to adopt digital for culinary business actors Sop Buntut Asep Amih Sukabumi in marketing products equipped with the ability to change the style of play in finding ways and strategies related to the practice of *online-based* product marketing models and processes, it is considered important and it is time to combine by utilizing the features of *facebook Add* and *IG reels* In order to speed up the introduction, increase the trust and *brand* of superior products/menus as well as information on the availability of *new product refreshes* or menus to the intended consumers more broadly (adjusted to the area that can be served), although indeed to be able to use this digital application/*platform* requires additional costs.

CONCLUSIONS AND RECOMMENDATIONS

Through the activities that have been carried out, information and positive *feedback* are obtained that PKM with the theme DMT-CE is considered to be able to provide useful outcomes and be able to motivate and encourage PKM partners, namely culinary business actors Sop Buntut Mr. Asep Amih Sukabumi to improve *online-based* adaptive marketing capabilities through the use of social media applications and *marketplaces* in the post-Covid-19 digital era, so that it has

the potential to be able to survive with the courage of adoption and the practice of transforming business models and processes, innovative, adaptive in the digital ecosystem to rise and improve, have better competitiveness, and be able to maintain its existence with an increase in profitable sales on an ongoing basis. There is an increase in digital adoption capabilities for Sop Buntut Asep Amih Sukabumi culinary entrepreneurs in marketing products that are equipped with the ability to change game styles in finding ways and strategies related to online-based product marketing practices and product marketing processes, presumably considered important and now is the time to combine them by utilizing features Facebook Add and IG reels. Although to be able to use this digital application/platform requires an additional fee.

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