

Training in Marketing Strategies through Digital Marketing for Scaling Up Businesses of Silver Craft SMEs in Banda Aceh City

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ABSTRACT

In today's digital era, digital marketing strategies are crucial, particularly for Small and Medium Enterprises (SMEs). The primary objective of this training is to equip participants with essential knowledge and skills for implementing effective digital marketing strategies, with the ultimate goal of enhancing the business scale of SMEs. Conducted over two days, from October 9 to 10, 2023, the training emphasized introducing and teaching various digital marketing applications, such as Facebook and Instagram. It also provided guidance on creating engaging content for marketing their products. By the end of the training, the participant, CV Taufik Perak, had successfully established digital marketing accounts on several social media platforms.

INTRODUCTION

The In the midst of increasingly tight business competition, Small and Medium Enterprises (SMEs) are faced with the challenge of maintaining and growing their businesses. One key to addressing this challenge is through the implementation of effective marketing strategies. With the advancement of technology and the prevalence of the internet, digital marketing has emerged as a very powerful marketing tool. Digital marketing not only changes the way businesses communicate their brands, but also opens new opportunities in reaching and interacting with their target markets more efficiently and effectively. However, many SMEs have not yet fully utilized the potential of digital marketing, partly due to limited knowledge and skills in this field. Therefore, training focused on digital marketing strategies becomes very important to prepare SMEs for the current and future market dynamics. To provide effective digital marketing training for UMKM (Usaha Mikro Kecil Menengah), it is crucial to consider the impact of the COVID-19 pandemic on UMKM and the potential benefits of digital marketing for their businesses. The pandemic has significantly reduced UMKM sales, necessitating the maximization of product marketing and the adoption of creative and innovative thinking.

Additionally, the implementation of digital marketing has been proven to be a key determinant of success for UMKM businesses (Mukhlison et al., 2022; Ramadhan & Yusuf, 2022). Furthermore, the utilization of digital marketing for UMKM has been recognized as a means to facilitate market expansion, increase sales, and reach a wider consumer base (Khusnia et al., 2022; Marisa et al., 2022). The impact of digital marketing, customer relationship marketing, product quality, and pricing on the sales volume of UMKM has been a subject of research, emphasizing the need for effective digital marketing strategies (Rahmat et al., 2022). The training and mentoring of UMKM in digital marketing have been shown to be effective in strengthening marketing strategies and collaboration within UMKM associations (Saragih & Ulum, 2022; Yulastri et al., 2023). Moreover, the continuous development of technology and the benefits of internet usage have highlighted the importance of digital marketing for UMKM in the era of the ASEAN Economic Community (Febriyanto & Arisandi, 2018).

From the discussion above, it was found that many Small and Medium Enterprises (SMEs) have not yet utilized digital marketing facilities to market their products. Consequently, we initiated a community service training program in digital marketing for SMEs. Community empowerment focuses on strengthening community institutions and skills, particularly in areas like brand logo innovation and business fundamentals (Aditya et al., 2023). This community service activity was conducted with CV. Taufik Perak in Banda Aceh City, a part of the SME sector specializing in silver craftsmanship. The aim of this initiative is to provide socialization and training in digital marketing to CV. Taufik Perak, enabling this SME to market its products online through both social media and e-commerce platforms. It is hoped that this will lead to an increase in sales of products produced by the SME.

Digital marketing can enable UMKM to make informed decisions for the sustainability of their businesses and implement digital-based marketing strategies (Ahmad et al., 2023; Astuti et al., 2023; Hardilawati, 2020). Additionally, digital marketing training can empower UMKM in marketing their products, strengthening business capital, and providing guidance to aspiring young entrepreneurs (Ahmad et al., 2023). Furthermore, it is essential to consider the role of digital marketing in developing marketing models, financial reporting, and product innovation for UMKM (Purwantini et al., 2023). The utilization of digital marketing can aid in the recovery of the local economy by providing UMKM with training and collaboration opportunities for digital marketing strategies (Mukhlison et al., 2022).

Moreover, digital marketing can be utilized as a strategy for marketing products and improving sales volume for UMKM, as evidenced in a study on UMKM rendang in Sumatera Barat (Rahmat et al., 2022). The training should also focus on the application of digital marketing through social media, e-commerce, and online platforms to reach a wider consumer base and reduce promotional costs for UMKM (Fauza et al., 2022). Additionally, the training should emphasize the importance of creating engaging content and captions for business Instagram accounts to enhance marketing efforts (Harahap & Dewi, 2022). Furthermore, the use of digital marketing can facilitate direct interaction with consumers, expand market reach, increase awareness, and boost sales for UMKM offering traditional market snacks (Atina et al., 2022). Based on the relevant references, it can be concluded that digital marketing training plays a crucial role in empowering UMKM. The utilization of digital marketing strategies, such as social media marketing, market expansion, and direct consumer interaction, has been shown to enhance the competitiveness and sales activities of UMKM. Additionally, the facilitation of digital marketing training can contribute to the sustainability and growth of UMKM businesses, especially in the challenging age of the modern market. Therefore, providing comprehensive digital marketing training for UMKM is essential for their success and adaptation to the digital era.

IMPLEMENTATION AND METHODS

In today's digital era, training in marketing strategies through digital marketing is extremely important, especially for Micro, Small, and Medium Enterprises (SMEs). This training aims to provide understanding and skills necessary to implement effective digital marketing strategies, thereby helping to enhance the scale of their businesses. The digital marketing training program was conducted over two days, from October 9 to 10, 2023, in Ateuk Pahlawan Village, Baiturrahman Subdistrict, Banda Aceh City. Digital marketing is key to reaching a wider market at a relatively lower cost compared to conventional marketing. With the internet, SMEs can reach customers not only locally, but also at national and international levels. This opens up significant opportunities for SMEs to scale up their businesses. The core purpose of this digital marketing training activity is to introduce and provide training on various digital marketing applications such as Facebook, Instagram, etc., and to provide insights on how to create

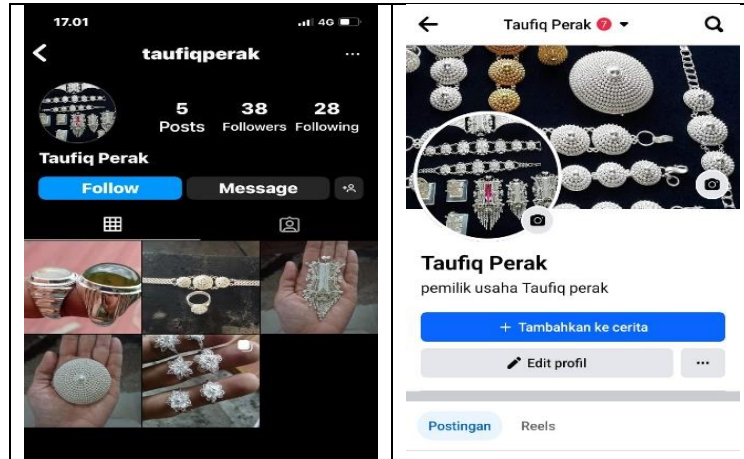
engaging marketing content that attracts consumers. The training in digital marketing encompasses several stages, including:

1. **Understanding the Basics of Digital Marketing:** Participants will be taught the fundamentals of digital marketing, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), and social media marketing.
2. **Content Strategy and Branding:** Developing engaging and relevant content is crucial in digital marketing. This training will cover how to create content, whether it be in the form of images/photos or videos.
3. **Social Media and Email Marketing:** Using social media platforms such as Instagram, Facebook, and communication media like WhatsApp accounts and email marketing as tools to build relationships with customers and promote products or services.

RESULTS AND DISCUSSION

From the two-day community service activity, several outcomes were achieved, including:

Establishment of Social Media Presence: CV. Taufik Perak has made significant progress in their digital marketing efforts by successfully creating promotional accounts on popular social media platforms such as Instagram and Facebook. This step is a crucial strategy for enhancing the reach and visibility of their products in the digital market. Moreover, CV. Taufik Perak has been active in posting images showcasing their silver craft products, as seen in Image 1. The visual presence of their products on social media not only helps attract potential customers but also provides an opportunity to display the quality and uniqueness of their silver crafts. Through this visual marketing, they are able to build brand awareness and attract buyer interest, while strongly portraying their creativity and expertise in silver craft making. Such initiatives strengthen CV. Taufik Perak's position in the digital market, opening broader opportunities to reach a larger audience and increase their sales. Their success in using social media for promotion can also serve as an example and inspiration for other SMEs in utilizing digital media to grow their businesses.



Picture.1 CV. Taufik Perak's Accounts on Instagram and Facebook

Development of Promotional Content: CV Taufik Perak has shown initiative in developing promotional content for their silver craft products. They have successfully produced effective image-based content for promotion, as seen in Figure 2. This effort is an important step in their digital marketing strategy, allowing CV Taufik Perak to showcase the beauty and quality of their silver crafts to a wider audience. This image content plays a role not only in attracting potential buyers but also in building their brand identity and showcasing the aesthetic value of their products. The use of high-quality images in online promotion helps convey the brand message and strengthen CV Taufik Perak's professional image in the public eye. Through effective visual marketing, CV Taufik Perak can increase awareness of their products, encourage customer interaction, and ultimately boost sales. Such initiatives are crucial for SMEs in the digital era, where visual content plays a key role in attracting and retaining audience attention. By continually producing and sharing quality content, CV Taufik Perak is on the right path to expanding their marketing reach and growing their business.



Picture.2 Photographic Content of Silver Craft Products

Business Location Registration on Google Maps: Another significant achievement by CV Taufik Perak in utilizing digital technology is their success in registering their business location on Google Maps, as shown in Figure 3. This step is an important strategy in the digital era as it makes it easier for potential buyers to find the address of CV Taufik Perak. With their location on Google Maps, potential customers can easily access information about the location, operational hours, and even reviews from other customers. This not only increases their online business visibility but also provides ease of access for customers wishing to visit the physical location of CV Taufik Perak. This initiative proves CV Taufik Perak's commitment to adopting digital technology in their marketing and operational strategies, which ultimately can contribute to increased customer satisfaction and business growth.



Picture.3 Business Location on Google Maps

These outcomes from the community service activity represent significant steps forward for CV Taufik Perak in embracing digital marketing strategies, ultimately contributing to the potential increase in sales and business growth.

CONCLUSIONS AND RECOMMENDATIONS

Training in digital marketing strategies is an essential investment for Small and Medium Enterprises (SMEs) to enhance their business scale. The skills and knowledge acquired from this training enable SMEs to more effectively reach a broader market, increase sales volume, and build a strong brand in the digital era. Through this digital marketing training program, CV Taufik Perak has gained an understanding of how to use social media and implement strategies for marketing their products online, both through social media and e-commerce platforms. Additionally, they have learned to create attractive digital content, including captivating photos and clear, communicative product descriptions. The hope is that this community service activity will assist CV Taufik Perak in digital product marketing, which in turn is expected to increase the company's sales.

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