

Training Program for Digital Marketing of Creative Business Products of Alu Village Community

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ABSTRACT

The problems faced by the local community are: Lack of knowledge and skills of business actors in marketing their creative business products to a wider community outside the Polewali Mandar district area. The objectives and output targets to be achieved in this activity are that the partner village community can and is able to use social media and E-Commerce applications to market their creative business products or crafts independently and the number of sales of handicraft products and the income of the community of SME players in Alu Village, Alu sub-district increases. The method of implementing this service is the participatory counseling method; demonstration training method and practical activities by participants; and the method of mentoring and assisting community participants (creative business actors).

INTRODUCTION

The rapid flow of globalization makes the development of technology towards all-digital today even more immediate. In this digital era, humans generally have a new lifestyle that cannot be separated from electronic devices. Technology is a tool that can help most human needs (Susanti et al., 2021). Humans have used technology to make doing essential tasks and jobs easier. Technology plays a critical role in bringing human civilization into the digital era. Digital Marketing is a company's effort to inform, communicate, promote, and sell its products and services through Internet media (Sudaryo and Sofiaty, 2020). One of the economic fields in great demand now is digital marketing or digital marketing. Many companies and small and medium enterprises have shifted or transitioned from conventional or general business to digital business (Centurion, Prastowo, and Syuderajat, 2020).

Digital Marketing is one of the trends that must be mastered if you want to retain the competition. According to (Raharjo and Rofiuddin, 2022), digital marketing is a high-level strategy in the form of promotion/advertising distributed through search engines, websites, social media, email, and E-Commerce applications. Based on the intelligent insight version, digital marketing is an opportunity to reach consumers through devices, platforms, media, data, and digital technology. Small and Medium Enterprise (SME) are one of the mainstays for the economic resilience of a country. Evidently, during the crisis that resulted in the collapse of many conglomerate businesses overwhelmed by foreign debt, small and medium enterprises, especially export-oriented ones, reaped extraordinary benefits (Niode, 2009). Lack of managerial skills and operating skills in organizing and limited marketing are the basic things always faced by SME in pioneering a business venture to develop (Suci, 2017).

The high influence of digital marketing is now a more prospective marketing strategy because potential customers are starting to buy products via the internet (Fawaid, 2017). Digital marketing makes the transaction process more accessible and cheaper because the communication media only costs credit to support communication. The best promotional press is because it can display and share images via media to the community and society. Information updates can be done at any time (Susanti et al., 2023). And most importantly, the increase in sales volume is, on average, 100% (Pradiani, 2017). So far, the Alu Village community has produced products from creative businesses, such as mandar weaving, household appliances made of wood and bamboo, specific mandar kites, copra, and mandar oil. Communities that manage small and medium enterprise as the main actors market their products in a conventional way, namely marketing in the market, through people-to-people, or by word of mouth. By selling conventionally, the community in this village cannot increase their sales results and income because the marketing area still needs to grow. Therefore, it is necessary to conduct training programs that can support the marketing of the community's business products. Some of the problems faced by the problems faced by the community in Alu Village, Alu District, and interviews with community leaders, as well as observations in the field, can be concluded that:

1. Sales of village community business products have stayed the same.
2. Income from community businesses still needs to be maximized.
3. The knowledge and skills of the community in marketing broader business products outside the Alu sub-district area and Polewali Mandar Regency still need to be improved.

A series of problems that arise require solutions to solve the issues faced by the community in the partner village.

IMPLEMENTATION AND METHODS

The activities carried out are efforts to overcome the main problems of partners through increased knowledge and technical capabilities. The approach method offered to support the realization of the program consists of 3 methods, namely:

A. Participatory Counseling

We are conducting learning activities about digital marketing. The method used in this participatory counseling is a meeting with a combination of lectures and discussions at the village community level, especially creative business actors who become partners.

B. Training Method (demonstration and practical activities by participants)

Training activities included demonstrations and practical activities by members of creative business actors in the village community. In this functional activity, business actors are initially given an example and then repeat what has been modeled.

C. Methods of Mentoring and Assisting Participants by the Implementation Team.

They were carried out with an institutional approach, namely a continuous mentoring and mentoring process during the activity. The implementation of this assistance is focused on guiding and assisting farmers and farmer groups in terms of applying smartphone technology for digital marketing registration. The activities carried out in the implementation of this Village partnership community service are as follows:

1. Initial Survey Preparation Stage.

Initial survey preparation is a preliminary survey that aims to see the suitability of the location of the activity with the program plan to be carried out.

2. Target Group Determination Stage

This mobilization aims to coordinate and consult activities by related agencies, namely the village-level government. The local government is expected to provide support by providing a place for implementation and participants who represent creative business actors.

3. Counseling Activities

Counseling on digital economy and digital marketing. This counseling activity is carried out to provide knowledge and skills on how community farmers use social media and E-commerce to market their livestock to the broader community so that their sales and economy increase.

4. Implementation Phase

Training in the practice of using Social Media and E-Commerce to market the creative business products of the Alu Village community. The implementation team provides examples of how to register in marketing products digitally.

5. Guidance and Mentoring Stage

Mentoring activities aim to guide farmers on how to use and promote on Social Media and E-commerce. The implementation of this mentoring is focused on the guidance and mentoring of creative business actors in terms of the application of smartphone technology.

6. Evaluation stage

Evaluation is carried out starting at the planning stage, during implementation, and at the end of implementation.

Partners in this case are the people of Alu Village who produce creative business products through crafts done by people who live in Alu Village, Alu Sub-district, Polewali Mandar Regency, as training participants who receive counseling and mentoring materials.

RESULTS AND DISCUSSION

After conducting initial face-to-face observations of the community of small and medium enterprise (SME) in Alu Village, Alu District, it was found that the community's understanding of the use of the internet to increase the marketability of their business products and the use of digital tools in promotional activities is still very minimal. Many people still need help understanding how to develop their business by utilizing today's rapidly growing technology. This impacts income that remains the same; in other words, the company needs to develop because it relies only on conventional promotion and sales. This activity also involves socializing and delivering information about the Village Partnership Community Service Program carried out by lecturers as a mandate from the Tri Dharma of Higher Education. The counseling is also filled with digital marketing training material that the community can utilize as a means of marketing the results of the community's creative business products, in this case, handicraft products, food products, and so on, from micro, small, and medium enterprises in the service area, especially Alu Village.

Participants were given the material on how to utilize digital marketing media to promote the products of the SME community, which aims to increase market share and reach consumers more widely. After a series of materials was provided, a question and answer related to these materials was held. In the final stage, an evaluation was carried out to measure the extent of the community's understanding of the material provided in this community service activity program. This digital marketing training activity was attended by 20 participants and was held on October 28, 2023, at the Alu Village Office, Alu District, Polewali Mandar Regency. The participants of the village partnership service activities were very excited or, in other words, enthusiastic about participating in the training because, so far, they had yet to do digital marketing of business products, as shown in the documentation of the activities below.



Figure.1 Implementation of Community Service



Figure 2. FGD Activities and Digital Marketing Training for Creative Businesses of Alu Village Community

After socialization, FGDs, and training, there was an increase in the knowledge and skills of the Alu Village community in Alu Subdistrict regarding the importance of digital marketing of creative business products in the area because so far, they have only done direct marketing even though the development of information technology that has been carried out today can help the community to expand product marketing and can even allow inter-island sales. In addition, this can be seen by comparing the scores of the initial and final questionnaire results from 20 group members. In the initial questionnaire, a score of 100 percent of group members needed help understanding how to understand products that are good and more numerous and use the available software. In the final questionnaire, an increase in score was obtained for 80 percent of the training participants, indicating an increase in the community members' understanding of the training material that had been delivered. This was because the average training participant was still young and productive, supported by the intermediate level of education that had reached the Senior High School level. The percentage of knowledge of Alu Village community members who produce creative business products before and after attending counseling, training, and mentoring is presented in Tables 1 and 2.

Table 1. Knowledge of Alu Village Community in Alu Sub-District About Digital Marketing Before Training and Mentoring

Understanding of digital marketing of community creative business products	Frequency	Percentage (%)
Understood	0	0
Not yet understood	20	100
Total	20	100

Table 2. Percentage of Alu Village Members' Knowledge of Digital Marketing after training and mentoring

Understanding of digital marketing of community creative business products	Frequency	Percentage (%)
Understood	16	80
Not yet understood	4	20
Total	20	100

The low knowledge and understanding of the community regarding digital marketing is due to the lack of information, motivators, coaching, and mentoring from related parties, such as the communication and information sector and the Regional Government, regarding the management and utilization of online media and the use of Village website platforms and others. After the training, the training participants understood that marketing is now widely used on social media to introduce products or services in today's world, one of which is from using media as a promotional tool. Small and medium enterprises need to use this opportunity to expand their business network or increase their income by expanding their marketing area.

Digital Marketing can be an advertising tool that introduces products, sells, and services in different places. In accordance with Law No. 20 of 2008 concerning small and medium enterprises that for Small and Medium Enterprises (SME) there are many competitors so that consideration for participating in a very tight competition requires a marketing strategy. Implementing a marketing strategy with suitable media will help SME players reach the target market so that revenue continues to increase.

Digital marketing is the application of online and related digital technologies in conjunction with traditional means of communication to achieve marketing goals. This can be achieved by covering consumer information such as profiles, behaviors, values, and loyalty levels, then connecting customized and online service communications to meet everyone's needs. Digital marketing, on the other hand, makes it easier for marketers to track and fulfill all the needs and desires of potential consumers. Prospective consumers can also search for and receive product information. I want to explore the virtual world to facilitate the search process without leaving the house. Digital marketing can reach everyone anywhere without geographical/regional, or time constraints.

CONCLUSIONS AND RECOMMENDATIONS

Based on the socialization activities, it can be concluded that the Alu Village community understands the material presented by the resource person regarding digital marketing training for creative business products. In addition, this activity received a positive response and ran according to its objectives. Digital marketing programs are more encouraged to expand the marketing area of creative business products so that community income increases

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