



Improving MSMEs' Networking through Digital Marketing: The Role of Copywriting

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ABSTRACT

In today's digital era, digital marketing is one of the keys to business success. One of the applications of digital marketing is copywriting techniques. This community service activity aims to increase knowledge, understanding, and implementation of information technology for digital marketing activities for MSMEs in Banyumas Regency. From preliminary interviews with MSME managing partners, several main problems were identified in marketing their business, including understanding digital marketing, techniques to increase online sales and product reputation. According to the needs of these participants, this activity explains digital marketing. In addition, this community service activity also emphasizes the importance of using English in digital marketing. The stages of implementing Community Service are providing knowledge about digital marketing, understanding copywriting, and practicing making English copywriting. This activity uses lecture methods, tutorials, discussions, and practices through Aisyiyah Entrepreneurial School activities. The activity results are evaluated through questions and answers with participants. The results of this activity are expected to show that MSME participants have started to apply English copywriting techniques to run their businesses.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) contribute to Indonesia's economic growth. According to the Ministry of Cooperatives and SMEs of The Republic of Indonesia, MSMEs, which dominate the business population, can contribute 61% of GDP. However, Indonesia's entrepreneurial ratio is still low at 34.7%, below ASEAN countries such as Thailand, Malaysia, and Singapore. Therefore, if the government focuses on increasing MSME turnover, with a target of increasing micro-business turnover by 30% and small businesses by around 10%, then the national economy can grow by at least 7%, even 9% (Suyono, 2020).

Undeniably, the post-pandemic has impacted the development of the micro, small and medium enterprises (MSMEs) sector. Some of these MSME products have difficulties marketing. In contrast, around 44% of the others have successfully joined and adapted to the online market (Ministry of Cooperatives and SMEs of The Republic Indonesia's Public Relations, 2021). MSMEs need to do marketing online and develop it to market it directly to customers through digital marketing through social media and e-commerce. According to Chole and Dharmik (2018), in their research on digital marketing and social media, several media are used to support digital marketing activities, such as cell phones, social media, search engine optimization (SEO), email, search engine marketing (SEM), and text message.

The growing use of digital marketing raises problems on the one hand and benefits on the other, especially related to marketing competition among MSMEs. MSME actors need to apply efficient and effective marketing techniques to win the competition among themselves. Therefore, digital marketing needs to increase its application in today's business so that content creation is important in supporting good product sales content. This situation can be circumvented through copywriting techniques. By mastering copywriting techniques, MSMEs can describe the products to be marketed well. However, copywriting techniques require the sophistication and creativity of MSME actors (sellers).

English is a foreign language that people from various countries use to communicate. By mastering English, it is hoped that the Indonesian people and MSME players will have greater bargaining power (Surani, 2018). Proficiency in English is important to facilitate trading, which does not rule out the possibility that buying and selling transactions can be carried out online, even by buyers from abroad. This is due to the lack of English language skills for SMEs. Meanwhile, self-confidence when promoting products using English is still lacking. Products that will be marketed are better for inserting stories made through copywriting, for example, about the product's raw materials, the manufacturing process, and advantages. Proficiency in English and copywriting can affect the marketability of products to the market. So MSME actors must master an English skill as outlined in copywriting techniques. With the right strategy, MSMEs can reach more customers (Sedrati, 2015).

. Community service activities are carried out through the Aisyiyah Entrepreneurial School (Sekolah Wirausaha Aisyiyah) program, a community empowerment program through the Aisyiyah organization in the Banyumas district. This activity is in the form of entrepreneurship training as one of the lessons to increase women's economic independence. The essence of community empowerment is to increase capacity, encourage will and courage, and provide opportunities for (local) community efforts to develop self-reliance with or without external support to realize sustainable welfare improvements (Misaroh, 2011). Based on interviews that included the process of extracting and deepening information on MSME actors within the Aisyiyah Banyumas Regional Leadership, several main problems were identified in marketing their business, namely 1) insight into digital marketing, 2) Techniques to increase online sales, 3) increase product reputation, and 4) as well as improving the quality of marketing content in foreign languages (English). Therefore, the community service team is interested in doing community service regarding "Improving MSMEs' Networking through Digital Marketing: The Role of Copywriting."

THEORETICAL REVIEW

The use of the Internet and other digital media and technology to support modern marketing has given rise to digital marketing, internet marketing, and web marketing. (Chaffey & Chadwick, 2016). Digital Marketing is the most widely used and popular marketing system for businesspeople who offer products or services and for buyers who enjoy these products or services. Digital marketing is considered more effective than other systems in the current era. This is because digital marketing provides convenience, versatility, and faster than others. This is convenient for consumers and an effective tool for marketers to reach their target market. (Iram & Chopade, 2018).

Digital marketing is a platform for entrepreneurs, micro investors, product-based companies, and other units to promote their products or services (Chole & Dharmik, 2018). So, it can be said that in digital marketing, there are no limitations because companies can use any device such as mobile phones, tablets, laptops, televisions, backdrops, and also through social media, SEO, video, email, and many more that can be used to promote the company's products and services.

According to Kim et al. (2021), digital marketing offers new ways to reach, inform, and engage customers and offer and sell products and services to them. This illustrates that digital marketing is at the forefront of the technological revolution. Digital marketing offers a new adaptation in marketing communications where sellers communicate their products and services to buyers through several components, such as content marketing, social media marketing, online advertising, email marketing, mobile marketing, and search engine marketing. In online advertising, copywriting and search engine optimization are very important. Interesting informational content for customers is one of the goals of copywriting.

Copywriting is the activity of writing marketing text (advertisement) to persuade consumers to act according to the seller's goals to be achieved. According to Simpson & Kurtz (2016), copywriting has a role in business by 80%. If you skip copywriting, you've wasted and spent 80% of your costs and time. In copywriting, the content you want to convey to buyers requires creativity. However, according to Ullal & Hawaldar (2018), creativity without strategy is just an art, while creativity with strategy can only be called advertising.

Consumers move through a series of steps or stages when they make a purchase decision. This can be described in the AIDA model introduced by E. St. Elmo Lewis (Doyle, 2011). In one of his publications about advertising, Lewis postulates at least three principles that must be by advertising, namely; 1) The mission of an advertisement is to attract readers so that they will see the advertisement and start reading it; 2) Then to interest him, he will continue to read it; 3) Then to convince him, so that after reading he will believe it. If the ad contains these three qualities of success, then its presence will represent a successful ad. AIDA is formulated in Attention (attracting consumer attention), Interest (attracting consumer interest), Desire (making consumers want the product being sold), and Action (inviting consumers to act).

METHODOLOGY

Based on the results of the situation analysis above and the results of discussions with the Aisyiyah Regional Leaders of Banyumas Regency, the problem that the team will solve for Aisyiyah Banyumas members is through a curriculum that has been created by the Aisyiyah Entrepreneurial School, which aims to solve several main problems in marketing their business, namely 1) insight into digital marketing, 2) Techniques to increase online sales, 3) increase product reputation, and 4) and improve the quality of marketing content in foreign languages (English).

The teaching method in this training is the practice of doing digital marketing using English language copywriting. The training was conducted to make it easier for MSME actors to improve their digital marketing skills in promoting their products. This English language training material is adapted based on the problems that exist in MSME actors, namely understanding how they can increase product selling power by describing products in limited English so that MSME actors are not confident about promoting their products in English. The following are the methods used in this training, including:

1. The lecture method, in which the service team presents the material that has been prepared. The material presented is mainly related to digital marketing through English copywriting, which is expected to provide participants with the knowledge to understand digital marketing practices.
2. The question-and-answer method, namely the service team, provides opportunities for participants to ask questions to respond to the material that the service team has delivered.

3. The discussion method with practice, in which participants form groups to discuss digital marketing. In addition, the participants also practiced writing copies in English manually and using the chatGPT application.

RESULT AND DISCUSSION

This community service activity provides solutions to solve priority problems faced by partners, namely by:

1. Improving the marketing quality of MSMEs through digital marketing.
2. Improve the ability of MSME actors to communicate their products through copywriting techniques.
3. Expanding the marketing reach of MSMEs through English language training as outlined in copywriting practices.
4. Increase MSME turnover.
5. Increasing the contribution of MSMEs to the Indonesian economy by increasing the number of MSMEs doing online marketing.

This community service activity will be carried out by:

1. Provide knowledge and increase awareness of MSMEs about the benefits of digital marketing
2. Increasing the implementation of digital marketing through copywriting and speaking English will increase MSME networking.

Information data regarding the problems experienced by the partner group above must be immediately resolved. The background of the service team, namely economics and English Education, provides solutions to existing problems by socializing and directing in implementation Copywriting-Based Digital Marketing and English for MSMEs in Banyumas Regency. The flow of planned activities that have been implemented is as follows:

1. Survey (analysis of the situation of needs)

This stage aims to review the service location and identify the number of partner group members and the need for equipment to be used.

2. Socialization and Briefing

The socialization and direction given to forty MSME actors aim to increase the knowledge and understanding of partner groups in terms of digital marketing. The briefing will be carried out in 1 meeting, within \pm 2 hours. The community service team at the Aisyiyah Entrepreneurial School will deliver this socialization and briefing material.

3. Monitoring and evaluation

Design monitoring and evaluation are carried out to evaluate mastery of the material, implementation of activities, and impact on partner groups. The following is an evaluation design of this activity program:

Table.1 Information Data

No	Activity	Indicator	Performance
1	Utilization of digital marketing to expand market segmentation, networking, and increase MSME income.	Increasing partners' knowledge of digital marketing to expand market segmentation, network, and increase MSME income.	80-100%
2	Application of copywriting techniques and English to do digital marketing.	Implementation of copywriting techniques and English to carry out digital marketing.	80-100%

CONCLUSION AND RECOMENDATION

The development of information technology is currently forcing and encouraging MSME actors to increase marketing opportunities through digital marketing. However, even though information technology as a digital marketing tool is available in various conditions, it is not certain that business actors can implement these conditions. Forty MSME actors attended this service. The participants, with the support of the training modules, enthusiastically followed, listened to, and directly practiced the directions of the presenters and took an active role in asking various questions. Through this training, it is hoped that the main problems of the participants will be answered through the following, Provision of understanding of digital marketing.

The presenter conveys the meaning, categorization, and examples of its application. Increase sales online. The speakers explained in detail one of the techniques to increase sales through planning, analysis, design, and implementation to the importance of content maintenance through copywriting techniques. Increase product reputation. The speakers pointed out that the more frequently information about a product is seen by information seekers (customers), the more consumers' awareness of the brand/product will increase. Increasing the use of English in marketing. The presenters conveyed how to apply English copywriting techniques. This strategy can attract buyers and retain the buyer's memory of a product packaged in interesting sentences and information.

ADVANCED RESEARCH

This research still has limitations so it is necessary to carry out further research on this topic.

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