



## Training on Optimizing Digital Marketing to Improve Marketing for Micro, Small, and Medium Enterprises (MSMEs) in Mantrijeron District, Yogyakarta

Dimas Tarso  
Forkom UMKM Kapanewon Kalasan

**Corresponding Author:** Dimas Tarso [theresearchfighter@gmail.com](mailto:theresearchfighter@gmail.com)

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### ABSTRACT

The training activity aimed to provide knowledge and skills on implementing digital marketing. Conducted on Saturday, September 7, 2024, in Mantrijeron District, the training included 40 participants consisting of local MSME actors. The event utilized a combination of lectures and hands-on practice. It began with an opening and introduction to digital marketing, followed by a presentation on the concept of digital marketing, discussions on common challenges faced by MSMEs, explanations of foreign terms related to digital marketing, and concluded with a practical session. As a result, participants acquired valuable insights into digital marketing, and many expressed a desire for assistance with business capital to support their growth in the region.

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### ABSTRAK

The training activity aimed to provide knowledge and skills on implementing digital marketing. Conducted on Saturday, September 7, 2024, in Mantrijeron District, the training included 40 participants consisting of local MSME actors. The event utilized a combination of lectures and hands-on practice. It began with an opening and introduction to digital marketing, followed by a presentation on the concept of digital marketing, discussions on common challenges faced by MSMEs, explanations of foreign terms related to digital marketing, and concluded with a practical session. As a result, participants acquired valuable insights into digital marketing, and many expressed a desire for assistance with business capital to support their growth in the region.

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## INTRODUCTION

The rapid development of information and communication technology has significantly transformed various sectors, including the business world (Daraojimba et al., 2023; Marpaung et al., 2021). According to (Madan & Rosca, 2022), one of the most notable changes is the shift from conventional marketing methods to digital marketing. Digital marketing, which involves using the internet and digital platforms to promote products and services, has become a key strategy for entrepreneurs to expand their market reach and enhance competitiveness (Kuswantara et al., 2024). In Indonesia, the Micro, Small, and Medium Enterprises (MSMEs) sector plays a crucial role in economic growth. However, many MSME actors, including those in Mantrijeron District, Yogyakarta, have yet to fully harness the potential of digital marketing for their business development.

Mantrijeron District, known for its diverse MSMEs, holds significant potential across various business fields, ranging from the culinary sector to handicrafts and services (Yogyanto et al., 2024). MSMEs in this area not only contribute to job creation but also serve as drivers of the local economy. Despite the substantial contributions of MSMEs, they face significant challenges, particularly in marketing. Many entrepreneurs in Mantrijeron still rely on traditional marketing methods, such as word-of-mouth promotion and local marketing. In an increasingly competitive and global business landscape, these methods have proven less effective in reaching a broader market (Pisriwati et al., 2024; Syah et al., 2024).

Digital marketing presents a reliable solution to the marketing challenges faced by MSMEs (Afandi et al., 2024). By leveraging digital technology, business actors can promote their products to a wider audience more efficiently (Pisriwati et al., 2024; Putri et al., 2024). Platforms such as social media, websites, e-commerce, and email marketing offer faster and more measurable ways to reach potential customers, both domestically and internationally. However, despite its considerable potential, many MSME actors in Mantrijeron lack sufficient understanding of how to effectively utilize digital marketing strategies.

One of the main obstacles faced by MSMEs in adopting digital marketing is low digital literacy (Ratna et al., 2024). According to Hollebeek & Macky (2019) and Razak (2023), many entrepreneurs are unfamiliar with digital marketing technologies or do not know how to initiate effective digital marketing campaigns. Knowledge about how to use social media for marketing, search engine optimization (SEO), marketplace utilization, and digital data analysis is often still minimal among MSMEs. As a result, they are unable to compete effectively in an increasingly digitized market.

Comprehensive digital marketing training is crucial in this context. Through training, MSMEs can learn about various essential aspects of digital marketing, such as creating engaging content, optimally utilizing social media platforms, and measuring the effectiveness of marketing campaigns through data analysis (Pranata et al., 2024; Shankar et al., 2022). Additionally, this training will provide insights on how to tailor marketing strategies to the target audience,

allowing MSMEs to enhance customer interactions and strengthen their brands in the digital realm.

In this training, MSME actors will also be taught the importance of having their own website or digital platform. A website not only serves as an online store but also as a medium to build reputation and credibility (Ni'mah & Susanto, 2023). Furthermore, MSMEs need to understand how to use digital advertising, such as Google Ads or Facebook Ads, which enable them to reach a more specific audience based on consumer demographics and behavior. By understanding and applying these strategies, MSMEs in Mantrijeron are expected to compete more effectively in the digital marketplace.

Beyond the technical aspects, this training will encourage MSME actors to change their mindset regarding marketing (Supriatna & Zulganef, 2023; Siswanto et al., 2024). Digital marketing is not merely about leveraging technology; it is also about fostering more personal relationships with customers. More direct and responsive interactions through digital platforms will help entrepreneurs better understand customer needs and preferences, enabling them to offer products or services that are more aligned with market demands.

This training activity also has significant long-term impacts on the local economy in Mantrijeron. When MSMEs can effectively leverage digital marketing, they will not only experience increased sales but also contribute more significantly to regional revenue (Wiedermann et al., 2023; Astiwi et al., 2024; Siswanto & Susetyawati, 2024). Additionally, the success of MSMEs in adopting digital marketing will inspire other entrepreneurs in the area to follow suit, creating a more dynamic and innovative business ecosystem.

Therefore, support from various stakeholders, including local governments, business communities, and educational institutions, is essential to ensure the success of this training. Collaboration among these parties will provide broader access for MSMEs to obtain the information, training, and guidance needed to develop appropriate digital marketing strategies (Munsch, 2021; Pranata et al., 2024). Thus, this digital marketing optimization training is expected to deliver sustainable positive impacts for MSMEs in Mantrijeron District.

## **IMPLEMENTATION AND METHODS**

The community service activity was held in Mantrijeron Village, Mantrijeron District, Yogyakarta City. The purpose of this event was to provide knowledge about digital marketing to MSME actors in the area. The activities were conducted using a combination of lectures and practical training, focusing on the application of digital marketing to enhance the marketing capabilities of MSME participants. A total of 40 MSME actors from the region participated in the training, which was designed to offer a comprehensive understanding of relevant digital marketing strategies for their businesses.

## **RESULTS AND DISCUSSION**

The implementation of this community service activity began with an opening session that also served as an introduction to digital marketing. During this session, participants were given an overview of what digital marketing is,

how it works, and why it is important, especially for MSME actors looking to expand their market reach. This introduction was crucial as many MSME participants were not yet familiar with the concept of digital marketing. Here, participants were also introduced to various digital platforms that they could use to enhance their product sales, ranging from social media to e-commerce. Thus, this opening served as a foundational step in building a basic understanding of the importance of digital marketing in the context of modern business.

Following the opening, the activity progressed to a deeper exploration of the concept of digital marketing. This session involved a detailed explanation of various strategies that MSME actors can implement to optimize their product marketing. Participants gained insights into how digital marketing is not just about creating social media accounts but also about managing and leveraging consumer data to design more effective marketing strategies. Additionally, this segment addressed the importance of creating engaging content, utilizing paid advertising features on digital platforms, and interacting with consumers online. The material was designed to ensure participants understood concrete steps they could take to enhance their business competitiveness in an increasingly competitive digital market.

The next stage involved discussing the various challenges that MSME actors often face when implementing digital marketing. Common issues encountered by small and medium enterprises include limited knowledge of technology and digital marketing itself. Additionally, MSME actors often experience challenges related to stable internet access, especially in rural areas, as well as limitations regarding time and human resources to manage digital marketing strategies consistently. There are also challenges in creating compelling and relevant content for their target market. In this discussion, participants were encouraged to identify specific challenges they faced and were provided with solutions or strategies to overcome them. This was important to ensure they not only understood the concepts but were also prepared to face and address obstacles in the field.

In addition to challenges, the discussion on foreign terms related to digital marketing was also a significant focus of this training. Terms such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), CPC (Cost Per Click), and CTR (Click Through Rate) frequently appear in the context of digital marketing, and for MSME actors new to the digital world, these terms can be confusing. Therefore, in this session, each technical term was explained in simple, easy-to-understand language. Participants were encouraged to grasp the meaning and function of these terms, so that when they began to implement digital marketing strategies, they would no longer feel alienated or confused by the jargon commonly used in the digital marketing industry.

After all the material was presented, participants were given the opportunity to engage in a practical session directly related to digital marketing. At this stage, participants were taught how to create business accounts on social media, optimize the content they post, and use paid advertising features on platforms like Facebook, Instagram, or Google Ads. This practical training was conducted interactively, allowing each participant to try out the steps learned

during the material presentation. The objective of this practical session was to provide participants with hands-on experience in applying digital marketing theory, thereby increasing their confidence in implementing it in their daily business activities.

Based on observations during this event, the digital marketing training held on Saturday, September 7, 2024, in Mantrijeron District was successful. This success can be measured by several indicators, including the participants' ability to understand the material presented by the facilitators. Participants not only grasped the concepts explained but also actively engaged in the practical session, demonstrating a sufficient understanding of using digital marketing to enhance their product marketing. Additionally, the interaction between the facilitators and participants was smooth, with all questions and confusion addressed effectively during the training.

Supporting factors that contributed to the success of this activity included a highly conducive implementation environment. The local community welcomed the arrival of the service team warmly, providing strong moral support throughout the event. Additionally, the availability of adequate equipment, such as laptops, smartphones, and stable internet connections, was a key factor facilitating the smooth running of the training. This accessibility allowed participants to engage in practical sessions without technical obstacles. The comprehensive facilities also provided comfort to the participants, enabling them to focus and engage enthusiastically in all aspects of the activity.

A good internet connection played a vital role in the smooth execution of this training, especially since most digital marketing practices involve using internet-connected devices. During the practical sessions, participants were asked to access social media platforms, upload content, and monitor results in real-time. All of this required a stable and fast internet connection. With adequate internet access, participants could follow the entire practical process without interruptions, allowing them to learn effectively and gain maximum benefit from this training (Tarso et al., 2024).

By the end of the event, no significant hindrances were identified. All stages of the activity proceeded as planned. The full support from participants and facilitators, along with the readiness of the committee in providing all necessary resources during the training, ensured that the event ran smoothly and achieved its intended objectives. This activity had a positive impact on MSME actors in Mantrijeron District, particularly in terms of understanding and applying digital marketing. This aligns with Riyadi et al. (2023), Septiana et al. (2023), and Sugiharto (2024), as it is hoped that with the new knowledge gained, MSME actors can further develop and compete in an increasingly competitive digital market.

## **CONCLUSIONS AND RECOMMENDATIONS**

This activity, themed Training on the Utilization of Digital Marketing for Marketing Development for MSME Actors in Mantrijeron District, aims to ensure that the community, especially MSME actors, understands and can implement digital marketing. Prior to this training, many MSME actors in the district lacked

knowledge about digital marketing. Additionally, most of them expressed a desire for business capital assistance to support their business development.

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