

## Digital Marketing Training for MSMEs Sumber Rejeki Bawang in Kediri Regency

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### ABSTRACT

Digital Marketing Training for Sumber Rejeki Bawang MSMEs in Kediri Regency, aims to increase the understanding and skills of MSME players in utilizing digital technology for product marketing. This activity involved the owner and employees of Sumber Rejeki Bawang MSME. The training included an introduction to social media and marketplaces, content marketing techniques, and search engine optimization (SEO). Through a workshop and hands-on approach, participants were trained to utilize digital platforms such as Instagram, Facebook, Shoppe, and Tokopedia to expand their market and improve the competitiveness of their products. The training results showed that participants experienced a significant increase in their understanding of the use of digital marketing, with most starting to utilize social media and marketplaces as marketing channels. Overall, this training can improve the marketing capacity of Sumber Rejeki Bawang MSMEs and open up opportunities to expand the market, both locally and nationally.

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## **INTRODUCTION**

MSMEs (Micro, Small and Medium Enterprises) are a very important economic sector in the Indonesian economy, especially in creating jobs, reducing unemployment, and supporting local economic growth. This sector acts as the backbone of the Indonesian economy, with a significant contribution to the national Gross Domestic Product (GDP). Based on data released by the Ministry of Cooperatives and SMEs in 2020, MSMEs in Indonesia contributed 60% to GDP and absorbed more than 97% of the workforce across Indonesia. This shows that MSMEs are not only a provider of employment, but also a key driver of equitable economic growth in various regions, especially in rural and more remote areas.

However, despite their vital role in the Indonesian economy, MSMEs often face various challenges that hamper their growth potential. One of the main challenges faced by many MSME players is limited access to information technology and effective marketing systems. Many MSMEs still rely on conventional marketing methods such as word-of-mouth marketing or selling products in local markets with limited reach. As a result, they often struggle to expand their market share and significantly increase their revenue. For example, Hidayat (2020) in his research revealed that many MSMEs have not been able to utilize the wider and more efficient potential of digital marketing, so their products are often unable to reach larger consumers.

One very relevant solution to overcome this obstacle is to utilize digital marketing as a means to expand market reach and market their products more effectively and efficiently. Digital marketing provides great opportunities for MSMEs to access a wider market through various digital platforms, such as social media, online marketplaces, and search engines. The utilization of digital marketing allows MSME players to increase the visibility of their products in cyberspace, which is not only limited to local consumers, but can also reach consumers at the national to global level. According to a study conducted by Sari and Djatmiko (2021), the proper implementation of digital marketing can increase the competitiveness of MSMEs by allowing them to reach a larger audience at a relatively lower cost than conventional marketing methods. Even with limited capital, MSMEs can utilize social media and e-commerce platforms to increase their sales and profits.

One concrete example of an MSME that has great potential but still faces challenges in marketing is the Sumber Rejeki Bawang MSME, located in Sumberagung Village, Plosoklaten District, Kediri Regency. This MSME is engaged in selling onions and producing high-quality food ingredients. Although the products produced by this MSME are of good quality and meet market standards, they are still limited in terms of product marketing. Their marketing access is currently limited to local markets and mostly relies on direct transactions in traditional markets. Therefore, the income earned by these MSMEs cannot be maximized, and they have difficulty reaching wider consumers.

As an effort to overcome this marketing problem, the community service activities carried out aim to provide digital marketing training to Sumber Rejeki Bawang MSME players. This training is focused on providing understanding and

skills regarding the use of digital technology, such as creating and managing social media accounts, optimizing the use of marketplaces, and basic techniques in effective digital marketing strategies. With this training, it is hoped that MSME players can optimize their market potential, expand consumer reach, and increase sales significantly through the use of more modern and efficient digital technology. Thus, in the future, Sumber Rejeki Bawang MSMEs can develop more rapidly and be able to compete in a wider market, both at the local and national levels.

## **IMPLEMENTATION AND METHODS**

### ***Location***

This research was conducted at Sumber Rejeki Bawang MSMEs, which is located in Kediri Regency, East Java. Sumber Rejeki Bawang MSMEs is a micro-enterprise engaged in the sale of garlic and shallots but still faces challenges in limited product marketing, especially in reaching a wider market. Therefore, this digital marketing training is designed to help improve their marketing capacity by utilizing a more modern and efficient digital platform.

### ***Implementation Time***

The implementation of digital marketing training for Sumber Rejeki Bawang MSMEs in Kediri Regency was carried out on September 01-02, 2024. The training was conducted in the form of workshops and hands-on sessions, with each day consisting of 4 hours of training divided into theory and practice sessions. The implementation time was chosen based on the availability of participants and the operational conditions of MSMEs at the location, as well as considering the optimal time to deliver material and carry out digital marketing practices effectively.

### ***Training Participants***

Six participants, consisting of owners and employees of Sumber Rejeki Bawang UMKM, attended the digital marketing training. The training participants consisted of 1 MSME owner, who has an important role in the decision-making and strategic management of the business, and 5 employees, who are directly involved in marketing.

Participants from various backgrounds are expected to gain the same digital marketing skills, including managing social media accounts, creating marketing content, and selling through e-commerce platforms. The training involved owners and employees so that all elements of the MSMEs could collaborate in implementing the taught digital marketing strategies.

### ***Implementation Method***

The training was conducted using an interactive approach, combining workshop methods and hands-on practice, so that participants could better understand and apply the material provided directly in their businesses. This approach is designed to provide a more in-depth learning experience, which is not only theoretical, but also practical, so that MSME actors can immediately

apply it in their business activities. The stages carried out in this training activity consist of several interrelated steps, starting with the preparation stage which is very crucial to ensure that the training provided is truly in accordance with the needs and context of the MSMEs concerned.

Preparation:

**1. Identification of MSMEs' needs in terms of digital marketing.**

In this first phase, a series of activities were conducted to explore and analyze the specific needs of Sumber Rejeki Bawang MSMEs related to digital marketing. This process involved interviews and discussions with MSME owners and managers to understand the challenges and barriers they face in marketing their products. In addition, observations were also made of the marketing conditions that have been carried out so far, both through conventional and digital marketing channels that may have been used but not optimized. The results of this identification will identify areas that need special attention, such as choosing the right digital platform, how to manage effective social media accounts, or how to utilize marketplaces to increase sales. With more in-depth information on these conditions, training materials can be developed in a more focused and relevant manner so that the training will be more beneficial for the development of these MSMEs.

**2. Develop training materials relevant to the needs of Sumber Rejeki Bawang MSMEs.**

After the specific needs of MSMEs are identified, the next step is to develop training materials that are tailored to the results of the identification. The preparation of this material involved a team of experts who are competent in the field of digital marketing and understand the conditions and potential of MSMEs. The training materials were designed to cover various important aspects of digital marketing, such as an introduction to the basics of digital marketing, utilization of social media for promotion, engaging content strategies, and how to use marketplaces and other e-commerce platforms effectively. In addition, the materials also cover data analysis techniques to measure the effectiveness of digital marketing and understand consumer behavior online. The preparation of this material also considers the level of understanding and skills of the training participants, with an approach that is easy to understand and practical to apply. That way, MSME players not only gain theory but also skills that they can immediately practice in developing their business through digital platforms.



**Figure 1. Product of MSMEs Sumber Rejeki Bawang**

### **Implementation:**

The training covered various topics and techniques designed to provide a comprehensive understanding of digital marketing, as well as practical skills that MSME players can directly apply. The following are the details of the activities carried out in the training sessions:

1. Counseling on Digital Marketing Basics:

In the first session, participants were educated on the basic concepts of digital marketing, which are essential to understanding how online marketing works. This introduction covered various aspects, from the definition of digital marketing itself to the basic techniques used to market products in the digital world effectively. Participants were also taught about the importance of utilizing social media as a highly effective marketing tool in reaching a wider audience. They were given insights into various popular social media platforms, such as Instagram and Facebook, and how to utilize these platforms to build brand image and introduce products. In addition, participants were also taught how to create a website or online store, which is one of the important components to expand market reach more professionally and credibly. In this session, participants were also given an understanding of basic SEO (Search Engine Optimization) techniques, which is one of the main strategies in ensuring that the products or services they offer can be found easily by potential customers through search engines such as Google. This SEO technique is very important to increase online visibility and help MSMEs compete in an increasingly tight digital market.

2. Hands-on Practice in Creating Business Accounts on Social Media Platforms and Marketplaces:

After gaining basic knowledge, participants were immediately invited to practice creating business accounts on various social media platforms and marketplaces. In this session, participants were directly guided to create business accounts on social media platforms such as Instagram and Facebook, which are two very effective platforms for visual marketing and

direct interaction with consumers. Participants were also taught how to set up a business profile properly, choose a representative profile photo, and fill in the necessary information to build the credibility of their business account. In addition, they were also guided to create accounts on popular online marketplaces such as Tokopedia and Shopee, which allow them to sell their products directly to a wider range of consumers. Here, participants learn how to upload products, write compelling product descriptions, as well as utilize the features provided by the platforms to increase their product visibility. This hands-on practice aims to provide the necessary technical skills for participants to start marketing their products online more effectively and efficiently.

3. Introduction to Effective Content Marketing Techniques:

After understanding the basics and practices of creating a business account, participants are then given an understanding of effective content marketing techniques to attract consumer attention. In this session, participants were taught how to create content that is not only engaging but also relevant to the needs of their audience. Participants were given strategies on how to create visual and text content that communicates the value of their products in an engaging and easy-to-understand way. In addition, participants were also introduced to the importance of consistency in content creation and scheduling on social media so as to maintain audience engagement and build closer relationships with consumers. The content marketing techniques discussed also include creating promotional videos, using the right hashtags, and storytelling strategies to increase product appeal. Participants are expected to utilize these techniques to create effective marketing campaigns that can invite interest and increase sales of their products on digital platforms.

4. Discussion and Q&A to Solve Problems Faced by Participants:

At the end of the training session, participants were given the opportunity to discuss and debrief on any challenges or problems they faced in implementing digital marketing for their businesses. This session is very important because it provides a space for participants to get solutions directly from the facilitators and experienced digital marketing practitioners. Through this discussion, participants can ask about problems they encounter in the practice of creating business accounts, choosing the right platform, or challenges in creating interesting and effective content. The facilitators also provided tips and tricks to overcome obstacles that are often encountered by MSMEs, such as budget limitations, difficulties in managing time, or how to increase interaction with audiences. With this Q&A session, it is hoped that participants will not only gain new knowledge but also practical solutions to overcome the problems they face in developing their business through digital marketing.



**Figure 2. Owner of MSMEs Sumber Rejeki Bawang**

#### **Evaluation:**

1. Evaluation is conducted to measure participants' understanding of the material presented.

As part of the final stage of the training, an evaluation is conducted to measure the extent to which participants have understood the material that has been delivered during the training. This evaluation is important to ensure that the training objectives are well achieved and that participants actually acquire knowledge and skills that are relevant to their business needs. The evaluation process is conducted through several methods, such as quizzes, tests, and practical assessments that focus on the direct application of the material that has been taught, such as creating business accounts on social media, using digital marketing features, and creating attractive marketing content. In addition, facilitators also provide case studies or digital marketing simulations that allow participants to demonstrate their understanding in a real context. This evaluation not only aims to assess the extent to which participants' knowledge has increased but also to find out which areas still need strengthening or further learning. The results of this evaluation will later become a reference for the training organizers to design the next training activities that are more focused and better suited to the needs of the participants.

2. Feedback from participants on the benefits of the training and the materials presented.

In addition to evaluating participants' understanding, this training activity also involves collecting feedback from participants on the benefits of the training they received and the relevance of the materials presented. This feedback is essential to determine the extent to which the training has had a positive impact on participants' understanding and ability to apply digital

marketing in their businesses. Feedback is collected through surveys or direct interviews with participants, where they are asked to give their opinions on the material presented, the way it was delivered, as well as other aspects that they found useful or less effective. Participants are also invited to provide suggestions or constructive criticism that can help the training organizers improve the quality of the training in the future. This feedback covers aspects such as the readability and practicality of the materials, the suitability of the materials to their business conditions, and the relevance of the marketing techniques taught to the challenges they face. With this feedback, it is expected that training organizers can continue to make improvements and adjustments so that the training provided is truly effective in increasing the capacity and competitiveness of MSMEs in the digital market.

### **Material**

This training refers to several materials from relevant theories in the context of digital marketing, including:

1. Digital Marketing Theory: Digital marketing is marketing products or services using digital platforms such as the Internet and electronic devices. According to Kotler and Keller (2016), digital marketing involves using various digital channels, such as social media, search engines, email, and websites, to achieve marketing goals (Kotler & Keller, 2016).
2. Theory of Social Media Use: Social media is one of the important tools in digital marketing. According to Kaplan and Haenlein (2010), social media is an internet-based platform that allows individuals or organizations to share content and interact with audiences directly (Kaplan & Haenlein, 2010).
3. SEO (Search Engine Optimization): SEO is increasing the visibility of a website or content on search engines such as Google. According to Jansen (2009), SEO helps businesses to be more easily found by consumers looking for online products or services (Jansen, 2009).
4. Content Marketing: Content marketing is a marketing strategy that focuses on creating and distributing relevant and valuable content to attract the attention of the audience. According to Pulizzi (2012), content marketing aims to build long-term relationships with consumers through informative and interesting content (Pulizzi, 2012).

### **RESULTS AND DISCUSSION**

The digital marketing training was attended by 6 people from Sumber Rejeki Bawang MSME. After the training, most participants showed an increased understanding of the importance of digital marketing in developing their businesses. Some of the results obtained include:

#### ***Increased Digital Marketing Knowledge***

One of the main results achieved by the training participants was an increase in knowledge of the basic concepts of digital marketing. Before the training, many participants may not have fully understood how the digital world can play a role in their business development, especially in marketing onion products. After the training, the majority of participants were able to identify

various strategies that can be applied to expand market reach, one of which is the utilization of social media and marketplaces.

This increased knowledge is very important because digital marketing is now an integral aspect of the modern business world. By mastering basic concepts such as social media management, audience analysis, and choosing the right platform, participants now have a stronger foundation to expand their business to a wider market.

### *Application of Digital Marketing Techniques*

In addition to better understanding the basic theory, the trainees also began implementing digital marketing techniques in their business practices. One indicator of the success of this training is the increased use of social media as a marketing channel for their products. Many participants started using platforms such as Instagram and Facebook to promote their onion products. Using social media, participants can interact directly with consumers, visually promote their products, and build a more loyal community.

In addition to social media, some participants began utilizing marketplaces such as Tokopedia and Shopee to sell their products. Marketplaces provide convenience regarding transactions and access to a wider and well-segmented market. This shows that participants are starting to understand that these digital platforms can help them reach more and more diverse consumers, who previously might have been difficult to reach by conventional means.

### *Increased Branding Awareness*

In addition to learning marketing techniques, participants also began to realize the importance of branding in successfully marketing their products. The training taught participants that a strong brand can help create product differentiation in an increasingly competitive market. Participants now understand the importance of building a consistent brand identity that attracts consumers' attention. They also learned how to create relevant and appealing content to the intended audience.

This awareness of branding is very important because building a strong brand can increase consumer confidence and differentiate their products from competitors. Participants can now focus more on creating added value in their products through physical quality and the values represented by their brand, which can be translated into visual content and messages delivered on social media.

## **CONCLUSIONS AND RECOMMENDATIONS**

The digital marketing training conducted at Sumber Rejeki Bawang MSME has positively impacted participants. They now better understand how to utilize digital technology in marketing their products through social media, websites, and marketplaces. This opens up opportunities for them to expand their market and increase revenue.

Recommendations for Sumber Rejeki Bawang MSMEs need to continue using the digital platforms they have learned to increase the visibility of their

products. Further in-depth training on advanced digital marketing techniques, such as paid social media advertising and digital marketing analytics, is needed.

The government and related institutions can provide further support through better internet access and periodic counselling on digital marketing.

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