



Optimizing Business Potential: Digital Marketing Training for Online Success in Educational Tourism in Kampung Lele District of Kediri

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ABSTRAK

This research aims to increase the knowledge and skills of MSME players in the field of digital marketing, especially Search Engine Optimization (SEO). This research was carried out using training methods for Karang Taruna and employees of Kampung Lele Tourism in Kediri Regency. The research results show that SEO training is effective in increasing participants' knowledge and skills. Training participants are able to understand the concepts of SEO, on-page SEO, and off-page SEO. Participants are also able to apply SEO on the Kampung Lele Tourism website.

INTRODUCTION

The development of information and communication technology has brought major changes in various aspects of life, including in the business sector. Currently, many business people use the internet as a medium to promote, sell and interact with their customers. The internet provides opportunities for business people to reach wider markets, both local and global, at lower costs. So you can save operational costs that must be incurred. However, not all business people have sufficient skills and knowledge to make optimal use of the internet. Many business people, especially those operating in the micro, small and medium sectors (MSMEs), still rely on traditional methods of running their businesses. In fact, MSMEs are a sector that plays an important role in the national economy, because they can make a major contribution to employment, gross domestic product (GDP) and community welfare.

One of the factors that hinders MSMEs in utilizing the internet is a lack of knowledge and skills about digital marketing. Digital marketing is a process of marketing products or services using digital media such as websites, social media, email, search engines (SEO) and mobile applications. Digital marketing has various advantages such as being able to reach a more specific audience, increasing brand awareness, building customer loyalty and measuring marketing effectiveness. Therefore, efforts need to be made to increase the capacity and competence of MSME players in the field of digital marketing, so that business people can optimize business potential and achieve success in marketing business products online. One effort that can be made is by providing digital marketing training for MSMEs, which is a form of community service.

IMPLEMENTATION AND METHODS

Activities to optimize business potential: digital marketing training for online success carried out at Wisata Kampung Lele Jl. Puspowarno RT01/RW04 Cangkruk, Tales District. Ngadiluwih, Kediri Regency. The activity was carried out by three lecturers from the Accounting Study Program. The participants in this activity were local residents, namely the Cangkruk Village Youth Organization, Tales, Ngadiluwih District, Kediri Regency and employees of Lele Village Tourism with an age range of 19 to 25 years.

There are stages of the activity program

1. Preparation phase

Day/ Date: Monday/ March 18, 2024

Conducting outreach to educational tourism business actors in the Kediri Regency catfish village, attended by Ngadiluwih Village officials and catfish farmer groups who have collaborated with the catfish village and attended by the Kediri Regency Livestock Service regarding digital marketing training which was held for 2 months according to plan.

2. Implementation Stage

a. Days/ Dates: Tuesday - Friday/ 19 - 22 March 2024

Resource person: Rike Selviasari, SE, MM

provides Digital Marketing Training: Search Engine Optimization (SEO). In this activity the team provides training material to optimize websites or website pages so that they are ranked in the top search results of search engines, such as Google. So you get more traffic and conversions.

b. Day/ Date: Monday - Friday/ 25 - 29 March 2024

Resource person: Diana Ambarwati, S.Pd., MM

provides Digital Marketing Training: Search Engine Optimization (SEO). social media marketing and by utilizing social media platforms as a means to market products, and create attractive online storefronts such as Facebook, Instagram, Tiktok, YouTube to promote products or services and increase brand awareness and interact with customers.

c. Days/ Dates: Monday - Friday/ April 1-5 2024

Sources: Rike Selviasari, SE, MM and Diana Ambarwati, S.Pd., MM

Providing Digital Marketing Training: Content marketing. Create and distribute informative, interesting and useful content such as videos, podcasts, live social media showing products or services that are attractive and convincing to consumers.

d. For the next 1 month the service emphasized and monitored the importance of digital marketing in today's business world which is all about technology.

3. Closing and Follow-up Stage

At the end of the second month of service, evaluate and provide input regarding the success of the program that has been implemented.

Table 1. List of participants attending the community service educational tourism in Lele Village, Kediri Regency

No.	Name of Training Participant
1.	Santi
2.	Bella
3.	Aziz
4.	Beno
5.	Prayitno
6.	Budi Wicaksono
7.	Diane
8.	great
9.	Bayu
10.	Sigit
11.	Tony
12.	Ridzal
13.	Lukito
14.	Djonianto
15.	goddess

RESULTS AND DISCUSSION

A. Delivery of Digital Marketing Training: Seo to Karang Taruna and Tourism Employees of Kampung Lele Regency Of Kediri

Socialization activities will be held on Monday, March 18 2024, located at the tourist area

catfish village, Kediri Regency. Meanwhile, Digital Marketing Training: Search Engine Optimization (SEO) will be held Monday to Friday, March 25 - 29 2024 at 09.00 to 11.00 WIB. The activity took place at Kampung Lele Tourism Jl. Puspowarno RT01/RW04 Cangkruk, Tales District. Ngadiluwih, Kediri Regency. There were 15 participants present.

Activities on the first day of Digital Marketing Training: Search Engine Optimization were carried out by creating a Google business so that it could reach the top ranking in search results on Google or SERPs (Search Engine Result Pages) and be easy for the participants to understand. This training aims to find a reaction, but there is more action that is expected with customers. The material is as follows:

1. Understanding SEO

Understanding SEO (Search Engine Optimization) is a digital marketing strategy that aims to rank your website or blog at the top of Google search results for your chosen keywords. This is to make it easier for Google search engine users to find our articles. SEO can be a powerful marketing tool to use in company marketing, as it provides quality traffic generated without paying for search advertising.

The aim is to describe the concept of SEO-based digital marketing (search engine optimization) in marketing strategy. Digital marketing is a new way to increase customer growth, one of which is using SEO techniques. SEO There are two factors in optimizing a website using SEO, namely on page and off page optimization. The use of SEO is carried out to improve the position of the website so that it has an impact on visiting traffic and product/service sales. There are several additional key factors that can make SEO an important part of a marketing strategy:

1. Establish authority in the field

Search engines will only rank web results with high authority and high relevance. When your website appears in the top percentage of SERPs, it means we have established a level of trust and authority in your topic area or niche. For example, if our goal is to earn revenue through an SEO marketing campaign, building authority within search engines can help us achieve that goal.

2. Provides a cost-effective marketing approach.

SEO is also important because it can lower customer acquisition costs and help businesses stay within their campaign budgets. The higher you rank in search engines, the more traffic you can potentially generate without spending money on paid results and other approaches to reaching your audience.

3. Reduces manipulation of quality search results

Due to the algorithms that many search engines use to rank websites, it is more difficult for sites with low relevance to manipulate their rankings

within the top SERPs. Users searching through online content are only shown high-quality and relevant results. Ensuring our website only provides niche-specific content that builds trust and authority can help us rank higher in search engines, without the risk of bad content appearing in our faces.

4. Increases the chances of a website being found

SEO can also be an important tool to increase the chances of search engines finding our website. Including relevant on-page optimizations, such as quality content, ordered site navigation, and appropriate internal links can all impact how quickly and effectively search engines can find and index your site.

The steps required for SEO to develop a website are:

- 1) Analyze brand names and their development, because in search engines keywords play a very important role in making a company's website read by search engines.
- 2) Once agreed, we then analyze whether the keywords on the website match or not the number of characters of potential keyword searchers.
- 3) Then we also carry out keyword analysis with keywords owned by competitors, so that we can maximize the keywords we have in order to win the competition
- 4) On the website, we also have to create a sitemap, which is a big picture of the company website so that visitors are not confused when they visit the website for the first time.
- 5) The aim of providing a map on a website is to make it liked by search engines, therefore, after creating a map on the website, we immediately register our website with the search engines.
- 6) It is also registered through social media because through this social media the exchange of information is very fast and the number of visitors can reach hundreds or even thousands of people per day.
- 7) Micro blogging or small social media such as blogs or Twitter also need to be aware of the presence of our website so that it can help the website be read by search engines.
- 8) After carrying out these steps, start by loading articles related to the keywords that were created previously.
- 9) We always monitor the development of our website regularly and periodically so that we can always monitor its movement in search engines
- 10) After all the steps above have been carried out, we can provide a report and see a direct report on how our website ranks in search engines.

SEO techniques can be divided into two types, namely OnPage and OffPage. OnPage SEO is done by managing it from within the website or blog, such as maximizing keywords and descriptions so that they are easier to read by search engines. Meanwhile, OffPage SEO is utilizing space outside the blog, for example by including or sharing links or banners. This method is considered very effective in increasing the popularity of a blog (Avianto, 2010).

From the SEO strategy tips and tricks above, we can see for ourselves that marketing strategists can carry out marketing steps simply and easily. Even the

owner of a company or organization can also act as a marketer using SEO, because SEO steps can be carried out by the owner of the company or organization himself.



Figure 1. Resource person after explaining the material to the participants

B. Delivery of Digital Marketing Training: Social Media Marketing to Karang Taruna and Tourism Employees of Kampung Lele Regency Kediri

Digital Marketing Training Activities: Social Media Marketing will be held Monday - Friday/ April 1-5 2024 at 09.00 to 11.00 WIB. The activity took place at Kampung Lele Tourism Jl. Puspowarno RT01/RW04 Cangkruk, Tales District. Ngadiluwih, Kediri Regency. There were 10 participants present.

Activities on the second day of Digital Marketing Training: Social Media Marketing is carried out by creating a product marketing process using social media platforms such as Facebook, Instagram, Tiktok and websites/landing pages to build information about businesses, products and brands. Social media is considered important because it has various benefits, including:

- 1) Increasing brand awareness: by utilizing social media, you can reach consumers more widely and specifically in introducing products to consumers.
- 2) Encourage consumer involvement: By interacting on social media directly and getting closer to consumers, business people can hear feedback, testimonials or criticism and provide solutions or appreciation to consumers.
- 3) Increase traffic and conversions: By directing consumers from social media to a website or landing page, you can increase the number of visitors and increase the potential for product purchases from consumers.
- 4) Measuring marketing effectiveness: By using analytical tools available on social media, business people can measure the performance and impact of promotions that have been carried out on consumers.

There are several steps for doing social media marketing, including:

- a) Determine goals and objectives
- b) Choose a platform that suits your product, preferences and target market
- c) Create interesting and informative content
- d) Promote content both organic posts, paid advertising and influencer marketing
- e) Manage and optimize social media accounts regularly

C. Delivery of Digital Marketing Training: Content Marketing to Karang Taruna and Tourism Employees of Kampung Lele Regency of Kediri

Digital Marketing Training Activities: Social Media Marketing will be held Monday - Friday/ April 1-5 2024 at 09.00 to 11.00 WIB. The activity took place at Kampung Lele Tourism Jl. Puspowarno RT01/RW04 Cangkruk, Tales District. Ngadiluwih, Kediri Regency. There were 10 participants present.

Activities on the third day of Digital Marketing Training: Content Marketing is carried out by creating and distributing informative, interesting and useful content for consumers in the form of videos, podcasts or other forms. The aim of content marketing is to attract attention, educate and influence consumers to be interested in the products offered and to build relationships and loyalty with consumers.

There are several steps to take to carry out content marketing, namely:

- 1) Determine goals and objectives: business people need to determine what will be achieved with content marketing, such as increasing sales, brand awareness, credibility and who the target consumers are.
- 2) Determine content strategy: The initial step is to determine the type, format, theme and tone of content that is in accordance with the goals, objectives and brand as well as determining distribution channels and frequency of content publication.
- 3) Create quality content: business people need to create content that is informative, relevant and useful for consumers, and in accordance with SEO standards and an appropriate copywriting style.
- 4) Distribute and promote content: through various channels such as websites, videos, podcasts, live social media.
- 5) Measuring and evaluating content: the performance of the content should also be always on maintenance so that business people know the impact of the content that has been implemented. Such as the number of impressions, interactions, traffic or conversions and making improvements or adjustments if necessary.

CONCLUSIONS AND RECOMMENDATIONS

Community service activities will be carried out by lecturers in December 2023. The service activities are entitled Optimizing Business Potential: Digital Marketing Training for Online Success. Implementing digital marketing training using Search Engine Optimization (SEO), social media marketing and content marketing methods can provide benefits for participants to increase knowledge and skills in the field of digital marketing, increase online business performance and turnover, as well as increase the number of website visitors or potential consumers who potential and brand credibility and reputation. So that website visitors using SEO, social media marketing and content marketing make it easier for consumers to search specifically through keywords to provide their solutions, and consumers are interested in the products offered and for business people it can make it easier for them to market products that suit their targets.

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