

Socialization of Digital Marketing Communication Applications in Small Medium Micro Businesses Karawang Regency

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Abstract

Study this expected could give information how far is the perception Public to sell buy digitally based. Result of study this expected could give donation thinking to related parties so that more develop the business again, so that knowledge about business digital -based is very important in this modern and all-round era practical moment this. As for the method approach offered _for complete problem with object the implementation of SMEs this time is with method education. By short method this is in essence emphasizing knowledge transfer knowledge by direct from expert to Public wide. Event "App Socialization Digital Marketing in MSMEs in Karawang Regency" has done with good. Speakers _ has serve materials needed by the community with the goal is that the community there could use and market the products they have by wider. A number of the obstacles experienced Public like product in need period time for produced, then like a trading mentality is also answered in this event. Product derivative is the key to business future society _ time like production egg Becomes egg more salty _ profitable.

Keywords

communication; digital marketing; UMKM



I. Introduction

Changes in civilization and culture are linearly proportional to changes in consumer behavior patterns in line with our entry into the digital era where all consumers have been connected with unlimited network connectivity. The current digital marketing strategy approach refers to consumer behavior that has changed in the digital era, namely the 5A's (Aware, Appeal, Ask, Act and Advocate). Through this approach, marketers can carry out strategies to accommodate these changes, of course, coupled with an understanding of basic marketing, sales, brand, service and digital marketing, a marketer can integrate marketing communication strategies that are in accordance with the real conditions of consumers (Ryvo, A., Julianto, et al, 2020).

This change in behavior is partly due to the rapid development of information technology or the internet (Marpaung, J. 2018). Currently, consumers generally want to meet their needs in a practical, fast and precise way without lengthy bureaucracy, but sometimes they are constrained by time, location, efficiency, so because of these constraints, business actors create new ways to carry out transactions between sellers and buyers at the same time. Today, with the digital business method, culinary business consumers require a little time to sacrifice to meet their needs, simply by opening a digital breakfast, lunch and dinner shopping application. All of this is evidence that more and more consumers are in dire need of virtual or non-physical stores. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally,

however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019). If we look at the rapidly growing companies, shops, hotels, restaurants, food stalls scattered in shelters, even on strategic roadsides where small shops, food stalls belonging to the MSME group carry out transactions in this way digital. In today's era, there are many things that make it easier for people to access the internet and smartphones which have now also become goods that are easily obtained by everyone (Aulia, S. 2020).

Data from research institutes predicts that the e-commerce market in Indonesia will grow 42% from 2017-2020 (Wulan, RN 2021). This figure is higher than other countries such as Malaysia (14%), Thailand (22%), and the Philippines (28%) (APJII: 2021). The following is data on e-commerce users in Indonesia when compared to neighboring countries in 2012 to 2015. Based on the latest Statista data, the number of e-commerce users in Indonesia continues to grow. In 2016 the number of e-commerce users reached 25.1 million and is predicted to touch 39.3 million in 2021. Now the internet has become a major need for society, because human activities are very dependent on how strong the internet network is, especially for those who live in urban areas. In fact, according to the Association of Indonesian Internet Service Providers (APJII: 2021), once held a survey of internet users in Indonesia throughout 2019-2020, the figure was 196.71 million people or 73.7% of Indonesia's 2020 population of 266.91. million people (Ariska, Y., & Syaefudin, R. 2021).

Interestingly, the use of digital marketing is in line with the mission of the province of West Java in modernizing and revitalizing MSMEs through digitalization (Dahlan, 2017). The existence of potential both in terms of the use of media as a communication channel, as well as commercial purposes should be utilized by all parties, especially in the province of West Java as much as possible. For example, social media can be used to market products (Sasongko et al., 2021). In addition, the use of e-commerce sites can also be another alternative. Business development through highly digital growing rapidly, resulting in an entrepreneur will market MSME products through digital media including this MSME Khansa Bakery and Cake. If you have difficulty selling products traded in today's modern era, there are many online buying and selling sites that help those who want to sell their wares online, including Lazada, Tokopedia, Bukalapak, OLX, or create a personal website. Based on the above background, it is necessary to program research with title Socialization of the Introduction of Digital Marketing Communication Applications to MSMEs in Karawang district research is expected to provide information on the extent of public perception of digital-based buying and selling. The results of this research are expected to contribute ideas to related parties in order to further develop their business again, so that their knowledge of digital-based business is very important in today's modern and practical era.

II. Research Method

Method used in study this that is method qualitative with observation technique. Observation is something method data collection through observation or careful review by directly on location study for knowing condition what happened or for show truth something

design ongoing research ongoing (Nugrahani, F., & Hum, M. 2014). Study this carried out in the village of Sindangmulya, District Kotalulaya, Karawang Regency. Sample on research this that is residents of Sindangmulya Village, District Kotalulaya, Karawang Regency. The approach method offered to solve problems in the implementation of MSMEs this time is the educational method. In short, this method essentially emphasizes the transfer of knowledge directly from experts to the wider community (Berybe et al., 2021).

1) Lectures, discussions and questions and answers

This method was chosen to convey important concepts for participants to understand and discuss training. Use method this with consideration that method combined lecture with audio and video can give in the form of knowledge about business digital based

2) Visualization

Make a tutorial how to apply business digital -based, such as how to register, how to post a product photo, how to set price, etc.

3) Monitoring and evaluation.

This method chosen for monitor how far is progress SMEs to information obtained about sale product digital based, perception Public especially businessman small to development technology information, as well as take advantage technology that. This thing shown by the participation of MSME actors who have use internet services / sales digital -based and MSME actors who are still study use application the digital marketing.

III. Discussion

The event with the title "Socialization of Digital Marketing Applications in MSMEs in Karawang Regency" was held on August 11, 2022 at 09.00-11.30. The first speaker is Dr. Chaerudin, MM explained a number of advantages of using digital applications to market superior products in Sindangmulya Village. The first session was also filled with direct questions and answers with residents who were invited to the event. To address the challenges and harness the opportunities offered by digital technologies during this crisis, participants shared a concern to recognize and protect digital rights in particular around the areas of privacy and inclusion (Hariati, 2021). This can be interpreted as internet users in Indonesia belongs to the category of digital natives' group (Gunawan, 2020). The use of digital technology worldwide is increasing, especially since the COVID- 19 pandemic in early 2020 (Yugo, 2021). However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it (Bo'do, 2019). In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). With the internet, citizen media is able to disseminate information in the form of text, audio, video, photos, comments and analysis (Saragih, 2020).

Briefly Dr. Chaerudin stated that there are five main problems for MSMEs and Cooperatives: 1.) Lack of capital 2.) Lack of product innovation, 3.) Lack of branding, 4.) Lack of mentors, and 5.) Lack of knowledge in growing their business. The first problem was also questioned by a resident named Mr. Solihin (40). Dr. Chaerudin answered that the problem of capital is actually a problem that can be overcome when someone directly jumps into the business world. He then gave an example of how he himself had capitalized on a friend to open a Mie Ayam stall with an initial capital of 6 million rupiah and until now the business is still running. Precisely what should be considered or the main mindset is profit, in other words, the amount of capital does not necessarily make people afraid to do business.

While in the second session which was filled by Dr. Firdaus Yuni Dharta, explained about examples of using digital applications for promotion. He gave an example of how applications such as TikTok, which are popular among young people, are used for promotional activities. In fact, the TikTok application is mostly used for entertainment, but its use has shifted, one of which is for marketing activities. Dr. Firdaus also added that later the Unsika Community Service Team would help use such applications for promotional and marketing activities for residents' businesses.

Interestingly, there is one resident who has actually used the Whats'Up digital application to help his business in the bridal makeup field. However, the scope of the promotion is more to local contacts or contacts with fellow citizens, not to a wider area. Meanwhile, the use of digital applications for marketing aims to reach a wider range of consumers. This means that so far, the use of digital applications for commercial purposes already exists, but it does not reach widely because the business owner still prioritizes local residents as consumers. This can be seen in the use of the What's Up application's own status update feature, which only reaches the closest contacts or those owned by the business owner. While applications such as TikTok, or even sales applications such as Shoppee can be accessed by anyone and from anywhere with a more open account.

One of the residents asked about how to offer his wares to the speaker. Incidentally he has a duck egg farm which has a certain period of time to be able to make a profit. While the marketing that he has done so far is still limited to marketing between residents or word of mouth. This is due to the uncertainty of the spawning period. But according to Dr. Firdaus, this can be overcome by making derivative products such as salted eggs or the like, so that they can be resold more easily. In addition, if you use digital application marketing, sales can still be sustainable or for a certain period of time. This is because digital applications can be accessed at any time depending on the ability of entrepreneurs to manage them.

The socialization event was welcomed by residents of Sindangmulya Village, both SMEs and women who are members of the PKK group. The end of the event was closed with a prayer and a group photo.

IV. Conclusion

The event "Socialization of Digital Marketing Applications in MSMEs in Karawang Regency" has been carried out well. The speakers have presented materials needed by the community with the aim that the people there can use and market their products more broadly. Some of the obstacles experienced by the community, such as products that require a period of time to be produced, and such as trade mentality, were also answered in this event. Derivative products are the key so that time-consuming community businesses such as egg production become more profitable salted eggs. As for the planned follow-up activities of this community service program, KKN Unsika students will guide the people of Sindangmulya Village who have MSMEs for the creation and use of digital applications for marketing. It is hoped that after this event, people's knowledge can increase and add marketing innovations that they will later do to increase benefits in the form of profits for business owners in the area.

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