
Socialization and Optimization of Digital Marketing 4.0 at MSMEs Gebyok Ukir Jepara, Indonesia

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Abstract

The lack of knowledge about technology by the people of Pringtulis village has made MSME entrepreneurs, especially gebyok ukir, unable to market their products *online*. Even though the industry is now all-round using the sophistication of digital technology that makes it easier for today's humans to transact. The socialization and optimization of *digital marketing* was held with the aim of improving and empowering human resources in CV. Adam Jaya who already has all the marketing tools online, it's just constrained by knowledge to operate it. The method used in this activity is *training* or training related to *digital marketing*. Training is carried out *door to door*, this method was chosen because it will be more effective for entrepreneurs themselves if there is confusion they can immediately ask clearly. Then immediately practice teaching how to use social media such as bukalapak, tokopedia, and how to upload photos and captions related to the product you want to market. As a result, the owner of the CV. Adam Jaya has been able to periodically operate how to market his products *online*, such as uploading photos related to new products on social media.

Keywords: socialization, optimization, digital marketing, msme, gebyok

INTRODUCTION

MSMEs in Indonesia are popular. Starting from young people to parents running this business. They consider the opportunity in undergoing the business is still fairly good. MSMEs are one of the important aspects to develop the country's economy. These business activities help the government overcome existing economic disparities. In addition to increasing GDP per year, this business also provides jobs to the people of Indonesia. Therefore, it is important for us to support and encourage MSME businesses to be better. Indonesia wants MSMEs to progress every year to continue participating in the country's economy (Sudartono et al., 2022).

Pringtulis Village is a village that has many MSMEs (Micro, Small and Medium Enterprises), ranging from home convection businesses, gebyok carving, to home rengginang production. Economically, it can be said to be a developed and independent village. However, there are weaknesses in the aspect of sales promotion, entrepreneurs in Pringtulis village only market their products directly both to distributors and to the last consumer. They are less innovating how sales can evolve with rapid sophistication *digital marketing* this moment. Many countries in Europe employ fewer than 500 people, Africa and Australia around 100-200 people (Narotama et al., 2019). Information technology today has developed in such a way that it has more or less changed the way of view of someone, one of which is internet users. Currently, the presentation of information in digital media, even print media that is still conventional, still requires creativity in presenting it (Isnaini et al., 2021). The importance of presenting interesting and creative news aims to make information more easily accepted by readers. Currently, Indonesia has 196.7 million internet users (Sitio et al., 2023). This is because businesses are quite satisfied with their sales results or because of their lack of knowledge about *digital marketing*. The rapid development of technology, the digital world and the internet certainly also affects the world of marketing.

Marketing trends in the world are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet. Digital marketing is a promotion and market search activity through online digital media by utilizing various means such as social networks. Cyberspace is no longer only able to connect people with devices, but also people with other people around the world (Sulaksono and Zakaria, n.d. 2020). Therefore, we from the UNNES KKN team held socialization as well as optimization *digital marketing* in gebyok ukir MSMEs. In addition, it will also be made *marketplaces* Such as Bukalapak and Tokopedia. But after socialization, it turned out that CV. Adam Jaya already has a sales website that is also connected to bukalapak and tokopedia, it's just that it has not been able to operate it due to limited knowledge. Therefore, after socialization. Optimization is carried out by teaching to operate the sales platform regularly. The first step is to visit the gebyok production house to see how the production process and sales potential of gebyok. Then offer to business owners to hold socialization. When the owner has agreed to hold socialization, socialization is immediately held. In MSMEs, gebyok carve CV. Adam Jaya. Then the next step is to conduct training to optimize the use of promotional media with periodic training. So training is not only done once but is carried out until business owners understand and understand smoothly how to market their products.

This socialization and optimization are expected to develop sales promotion so that it can improve the economy of MSME entrepreneurs. In addition, the output of this activity is also in the form of a module on *digital marketing* which will be shared with entrepreneurs. The goal is that they will not forget how to operate it after completing training and guidance by looking at the module. This module can also be used by other employers who want to learn about *digital marketing* in order to promote their respective businesses. Online media that are currently widely used to market products are utilizing social media, examples of social media that are popularly used by users include, Instagram, Facebook, and Youtube (Hendriadi et al., 2019). Social media can be used to help MSMEs in marketing their products.

Social media applications with instant messaging models such as WhatsApp and social networking web such as Facebook offer facilities to be able to interact between sellers and buyers. These social media applications have the aim of disseminating information about consumer

experience in using or consuming certain products and brands, so as to attract the attention of other potential consumers which of course can lead to increased profits for MSMEs (Narto & HM, 2020).

METHOD

The research used by researchers is a qualitative method, in a qualitative approach researchers make observations that are what they are on the object under study using descriptive methods. According to (Sugiyono, 2019) Qualitative research methods are research methods used to examine natural object conditions, where researchers are the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. The implementation of the activity took place at the Gebyok production house of Pringtulis village, at 19.30 WIB, this activity lasted for 2.5 hours which the event was *face to face*. Why this socialization is *face to face* or face-to-face, because the KKN team held socialization with the system *by to door* or from house to house. This was chosen because it will be more effective for entrepreneurs themselves if there is confusion they can immediately ask clearly.

The method in this activity is *training* or training related to *digital marketing*. The training was carried out by directly teaching how to use social media such as bukalapak, tokopedia, and how to upload photos and captions related to the products you want to market. This is done because the previous CV. Adam Jaya already has supporting devices such as laptops, wifi, to web accounts that are not used due to limited knowledge.

RESULTS AND DISCUSSION

Micro Enterprises can be defined as productive forms of business owned by individuals and/or individual business entities that meet the business criteria as stipulated in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. Based on this law, MSMEs, both micro, small, and medium scale, are recommended to have a business license. A business license is a form of official document from the competent authority, which states the validity / permissibility of a person or entity to carry out a certain business or activity (Fibriyanti et al., 2021). By utilizing the internet as a medium in running a business, Micro, Small and Medium Enterprises (MSMEs) have a great opportunity to contribute to the development of the world economy. MSMEs are a collection of entrepreneurs who have an important role in the economic growth of a country and have the opportunity to absorb labor so that it needs to be developed (Immanuel, 2019). MSMEs can utilize digital media to market and sell their products to reach consumers more widely and faster in promoting products, so that operational and distribution costs can be reduced (Wati et al., 2020). In addition, the results of this study also stated that 59% of internet use by people in Indonesia is used to access social media (Ludwianto, 2020). The results of the research that have been obtained are related to the socialization and optimization of digital marketing 4.0 in MSMEs gebyok ukir CV. Adam Jaya based the tools used, processes, and results are as follows:

Digital Marketing Training with Social Media Optimization as a Means of Promotion

By using digital technology, marketers can transcend the boundaries of geography and time zones. Therefore, in addition to the internet as its axis, as a marketer it is also important to have a clear marketing strategy to help marketers stay focused, ensuring that marketing activities are aligned with goals. Before venturing into the market world, usually an effort to penetrate social media first. Social media is a digital marketing tool that is easiest to use (Mansir & Purnomo, 2021). Through the social community in the empowerment process, namely providing knowledge and skills in embracing MSME actors towards the problems faced and emphasizing collaborative abilities that are oriented to affect socio-economic structures and relationships (Herwina, 2019). This is what drives the rapid development of existing entrepreneurs and MSMEs (Lane et al., 1999). A business license is a form of official document from the competent authority, which states the validity / permissibility of a particular business. Before registering for NIB and PIRT legality permits, what must be done is the process of collecting files. This is explained by (Rendra et al., 2022) that NIB has the main function as an identification for business actors, both individuals and non-individuals Socialization *digital*

marketing in the form of utilizing social media is very important, because MSME actors get benefits in the form of knowledge about ways and stages in expanding consumer networks through the use of social media in marketing their products so as to increase competitive advantage for MSMEs themselves. The presence of various online (digital) shopping platforms is a potential market for anyone, especially SMEs, to participate in the business so that they can maximally enter the digital world. Almost all of these platforms are based on the internet, even social media which is currently almost used by the Indonesian people is used to sell or market products, services and services (Hamzah et al., 2021). Simply put, this type of marketing utilizes the role of social media in the marketing process. Nowadays, many companies have used social media marketing. This type of marketing is indeed more efficient, when compared to conventional marketing methods (Sasongko et al., 2021).

Community in the context of the empowerment process is acquiring information and skills, but also emphasizes the use of abilities for collaborative problem solving (Purnomo et al., 2020). By providing a social platform that accommodates e-commerce activities, it can help MSME players towards digitalization, namely embracing micro-businesses that have limited knowledge, uneven internet access and providing knowledge about marketing strategies can provide solutions to the problems faced. According to (Saputro et al., 2022) The existence of labeling in the form of containers / product packaging will attract buyers. The same thing was expressed by (Hakim et al., 2022). Communities in villages need to be provided assistance in improving MSME products, marketing, labeling, and business license management (NIB) through social communities in the empowerment process, namely providing knowledge and skills in embracing MSME actors towards the problems faced and emphasizing collaborative abilities that are oriented towards influencing socio-economic structures and relationships (Hervina, 2019).

Social media used by CV. Adam Jaya is Tokopedia and Bukalapak, but business owners have not been able to operate optimally. Therefore, training is needed from the UNNES KKN team who also took the initiative to help the economy of the Pringtulis community itself. Tokopedia is an Indonesian technology company with a mission to achieve digital economic equality. Established since 2009, Tokopedia consistently supports Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing products online. Then bukalapak is also one of the online shopping centers established in 2010. Bukalapak also consistently has the same goal as Tokopedia, namely expanding digital literacy and building small and medium enterprises (SMEs) in Indonesia.

The selection of MSME empowerment activities through socialization activities for business master number registration and packaging design as an enhancer of product attractiveness is based on the fact that basically Luweng Lor village has products that can be developed and have great potential. However, because it is constrained by information, knowledge and skills of business actors in aspects of packaging design to increase attractiveness, product selling value. Currently, some Luweng Lor village business actors are reluctant to take care of business licenses ranging from NIB, PIRT to halal certification for various reasons such as not having enough time, not being educated on the importance of having these two aspects, feeling that their business products do not need it because without them the products have sold a lot and others. This socialization program was welcomed by business actors, especially CV. Adam Jaya. This is because entrepreneurs have not been able to take advantage of existing and already owned technology. The use of *digital marketing* itself has several advantages, such as: (a) The target that you want to target can be adjusted to something you want to market. For example, adjusting the age of users of products and services, needs, domicile, to lifestyle. (b) Corrections or changes to the goods or services offered will be quickly responded to by the seller with the ease of internet access. (c) The costs incurred are also relatively cheap compared to *offline* marketing. (d) Marketing reach is wider because it is not limited to territory. In addition, it can be accessed at any time because there is no time limit. (e) Results from *online sales* can be measured by the number of site visitors and consumers who make purchases.

Barriers to Digital Marketing Socialization and Optimization Programs

Efforts such as providing easier access to finance, training and mentoring for marketing and branding, as well as developing technology and skilled human resources can help MSMEs to improve

their performance and contribute more to national economic growth (Karya et al., 2023), such as: lack of capital, difficulty in capital, tight business competition, difficulty in raw materials, lack of technical production and expertise, lack of managerial skills (HR), and lack of knowledge in management issues, especially in finance and accounting.

Of the several weaknesses and problems faced by MSMEs above, one of them is still an obstacle in CV. Adam Jaya is on the point of lack of special managerial skills (HR) especially in terms of science and technology. Business owners themselves have not been able to master social media and websites that are already owned, as a result in the field of *online* marketing cannot be operated optimally. MSME players are still faced with the constraints of lack of knowledge about *digital marketing*. The potential use of digital marketing requires people to be technologically literate, therefore socialization and training on the use of information and communication technology are needed. Community service activities regarding the use of *digital marketing* are expected to provide knowledge and understanding and can inspire MSME actors in utilizing internet technology and social networks as tools to run their business.

CONCLUSION

Digital marketing *socialization and optimization* can be carried out on CV. Adam Jaya, with the background of science and technology knowledge of business owners is not sufficient so that he has not been able to carry out his business promotion *online*. Therefore, the UNNES KKN team helped to provide training for CV. Adam Jaya. Social media used by CV. Adam Jaya is tokopedia and bukalapak. This online promotion will facilitate the sale of gebyok ukir to a wider reach.

This socialization still needs improvement for further activities because this socialization is carried out *door to door*. So, the target is still limited to individual business owners themselves, it cannot cover all MSMEs in Pringtulis village.

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