
Digital Based Marketing Literation for Family Based MSME's

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ABSTRACT: Digital marketing is a strategy that utilizes technology and online media to introduce products to consumers. In the ever-evolving digital era, the use of technology-based marketing concepts is an opportunity for micro, small, and medium enterprises (MSMEs) to increase competitiveness and contribute to the economy. Social media is one of the effective marketing tools for MSMEs because of its relatively low cost and ease of use. However, many MSMEs still face obstacles in the digital marketing process, which ultimately hinders the growth of their businesses. This community service activity aims to improve the understanding and skills of MSMEs in implementing digital marketing strategies to expand market reach and increase sales. Education on the use of social media as a marketing tool is an important aspect in building awareness and understanding of business actors regarding optimal steps in managing their business accounts. In addition, the courage to innovate, professionalism, and patience in undergoing the digital marketing process are key factors for MSMEs in facing challenges and achieving success.

KEYWORDS: Digital Marketing, MSMEs, Community Service

I. INTRODUCTION

Family-run businesses and businesses are sources of income that can provide additional financial income and can improve family welfare. This shows that MSMEs have great potential to be developed so that they can contribute even more to the economy. Therefore, MSMEs need special attention and are supported by accurate information, so that there is a targeted business link between small and medium business actors and elements of business competitiveness, that is market networks (Faqih et al., 2019).

The information technology revolution has changed the world of marketing in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated into the digital world (AscharisaMettasatya Afrilia¹, 2018). Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information simply by browsing the internet, making the search process easier (Purwana ES, Dedi, Rahmi, Aditya, 2017). Small and medium business actors should also start utilizing digital media as an effort to market their products so that consumers are more familiar with the products produced by these SMEs.

The use of digital marketing concepts gives hope to SMEs to develop into centers of economic power. Social media is a digital marketing tool that is easiest to use in developing SMEs. In fact, social media is a doorway for SMEs to communicate with millions of people about products while creating new marketing (Anggraini and Suriyanto, 2019).

Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information simply by browsing cyberspace, making the search process easier. Buyers are now increasingly independent in making purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without any geographical or time constraints. Users in marketing online, through social media or social networks. The available social networks sometimes have different characteristics. Some are for making friends such as Facebook, Instagram, Line, and some are specifically for finding and building relationships such as those offered by LinkedIn. There are also more personal media such as e-mail (electronic mail). From the various platforms mentioned above, business actors can also utilize personal site media (Sulaksono and Zakaria, 2020). According to Magrath and McCormick (2013), online sellers can visually convey brands,

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personalities, and product identities through visual design stimuli. By doing so, they are able to impact consumers' emotional responses, behavior, reactions and hedonic experiences (Kim and Lennon 2010).

Therefore, through this community service program, we intend to provide training to family business actors in Malaysia on effective digital-based marketing, in order to improve overall family welfare.

II. PROBLEM AND SOLUTION

1. Problem

The Indonesian immigrant community in Malaysia often faces various social and economic challenges. One of the main challenges faced by immigrants is the difficulty in improving the welfare of their families through family-based micro, small and medium enterprises (MSMEs). These family-based MSMEs, despite their great potential in creating jobs and income, often fail to reach their full potential due to limited access to wider markets.

One of the main factors inhibiting the growth of family-based MSMEs among immigrants is the lack of knowledge and skills in digital-based marketing. In today's digital era, digital marketing is the key to success in reaching a wider consumer base. However, many family-based MSME entrepreneurs among immigrants do not have an adequate understanding of how to utilize digital technology to market their products effectively. They tend to still rely on conventional marketing methods that have limited reach, such as direct door-to-door sales or through narrow local social networks.

This problem is exacerbated by limited access to relevant training and education. Many of them do not have the resources to attend formal courses or seminars on digital marketing. Lack of external support is also one of the reasons why they remain behind in adopting digital technologies for their businesses. As a result, their incomes remain stagnant or even decline, which has a direct impact on the well-being of their families.

2. Solution

To address this issue, a community service program is needed that focuses on digital-based marketing education for family-based MSMEs run by immigrants in Malaysia. This program aims to equip MSME actors with the skills and knowledge needed to utilize digital technology in marketing their products.

The program will start by providing an introduction to the various digital platforms that can be used for marketing, such as social media (Facebook, Instagram, Twitter), e-commerce platforms (Shopee, Lazada), and other digital marketing tools (Google Ads, SEO). This will help them understand the various options available and how each platform can be used to reach a wider audience.

Participants will be taught how to create engaging and relevant content for their audience. This includes creating text, images, and videos that can grab the attention of potential customers and encourage them to buy products.

This training will cover how to effectively manage a business social media account. This includes strategies for increasing followers, engaging with customers, and leveraging paid advertising features to increase product visibility.

Participants will be guided in starting and managing their own online store. This includes how to list products, set prices, and manage shipping and payments online. This training will help them understand how to leverage e-commerce platforms to increase sales.

III. METHODOLOGY

The method of implementing community service is training, technology application, mentoring and evaluation as well as program sustainability. The implementation method is carried out in several stages adjusted to the solution of the problem area to be handled. The following are the steps for implementing community service.

3. Implementation

The implementation of international community service in Malaysia will be carried out through educational methods, the delivery of materials and discussions to increase the understanding of MSME actors regarding the importance of digital marketing in marketing products on a wider scale.

Table 1 . Stages of Community Service Implementation, Methods and Roles of Members

Stages	Activity	PIC
1	Team Coordination	Nurul Hilmiyah
2	Partner Coordination	Nurul Hilmiyah

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3	Proposal Preparation	Aulia Keiko Hubbansyah
4	Proposal Presentation	Nurul Hilmiyah
5	Digital Marketing Training	Aulia Keiko Hubbansyah
6	Preparation of Final Report	1. Nurul Hilmiyah 2. Safitri Siswono 3. Yuli Ardianto 4. Aulia Keiko Hubbansyah 5. Roy Prakoso 6. Mochamad Mansur
7	Presentation of Final Report	Yuli Ardianto
8	Article Preparattion	Aulia Keiko Hubbansyah
9	HAKI Registration	Roy Prakoso
10	Submit Article	Mochamad Mansur

Partners participate in the preparation, training and evaluation stages of service. The target of implementing this service activity is to increase the understanding of MSME actors in Malaysia related to digital-based marketing. To assess the achievement of the target or purpose of the service, an evaluation will be carried out after the training. The evaluation questionnaire for the implementation of the service can be seen in the following table.

Table 2. PKM Implementation Evaluation Instruments

NO	Questions	Answer				
		Strongly Disagree	Disagree	Agree enough	Agree	Strongly Disagree
		1	2	3	4	5
1	I agree that the digital marketing training material provided is of high quality and useful.					
2	I agree with the quality of expertise of the digital marketing trainers that have been conveyed					
3	I agree with the value of the benefits of digital marketing training that has been conveyed.					
4	I am convinced that the ease of use of digital marketing can be applied directly to the sales strategy of MSME products.					
5	I agree that the way the digital marketing trainer delivers (communicates) is clear and easy to understand.					
6	Overall, I feel satisfied and have received benefits from the digital marketing training that the trainer has provided.					

The Science and technology (IPTEK) provided is an increase in knowledge in the field of digital-based marketing of MSMEs for Indonesian Immigrant MSMEs in Malaysia. This IPTEK is carried out by providing education related to digital marketing of MSMEs.

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After digital marketing education is carried out, an evaluation of the understanding of MSMEs in Malaysia regarding digital-based marketing is carried out. IPTEK in the field of digital marketing allows MSMEs to access wider markets, increase operational efficiency, and optimize their marketing strategies.

Table 3 Activity implementation schedule

No	Activity name	months					
		1	2	3	4	5	6
1	Team Coordination						
2	Partner Coordination						
3	Proposal Preparation						
4	Proposal Presentation						
5	Digital Marketing Training						
6	Preparation of Final Report						
7	Presentation of Final Report						
8	Article Preparattion						
9	HAKI Registration						
10	Submit Article						

IV. RESULT

From the International Community Service activities in Malaysia that have been carried out, the following results were obtained:

1. Before the counseling activities were carried out, MSME actors were not fully aware of the benefits / uses of digital marketing. The majority of MSME actors have not used digital marketing, they rely more on selling their products face to face. After the education was carried out, MSME actors began to realize the importance of digital marketing for the smooth running of their business in the future.
2. Before the counseling activities were carried out, the majority of business actors did not know the types of digital marketing and their functions as promotional tools, so they did not use / utilize the social media they had optimally to promote their products. After the education was carried out, MSME business actors began to learn to maximize the social media facilities they had to market their products.
3. Before the counseling activities were carried out, the majority of business actors did not understand / understand marketing management, after the education was carried out on marketing management, it is hoped that MSME actors in Malaysia can increase their product marketing more widely.

CONCLUSIONS

The activity went smoothly. The main problem of MSMEs in Malaysia is related to product marketing strategies. In marketing their products, MSME actors have obstacles related to online product marketing through the marketplace. So far, they have only marketed products offline, by marketing directly face to face to buyers. For online marketing, they only use WhatsApp status and only a few use WhatsApp business. So that the community service carried out in Malaysia is to provide education related to Digital Marketing to improve product marketing strategies.

This activity is very useful for MSMEs, in addition to providing refreshment related to product marketing strategies through digital marketing. MSMEs can also convey their complaints in the product marketing process. However, the event which was only held once caused the material not to be absorbed properly. Therefore, it is necessary to carry out follow-up in the form of assistance to MSMEs in Malaysia.

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