



# Digital-Based Marketing Training in Improving Online Business Sales to MSMEs in Cisewu Village, Garut Regency, Indonesia

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## Abstract

The purpose of this community service is to assist business actors in providing Digital-Based Marketing Training to increase product sales online at MSMEs in Cisewu Village, Cisewu District, Garut Regency. This method of community service activity begins with the preparation stage and field survey. This survey stage begins with direct discussions with the Village Head in Cisewu Village, Cisewu District, Garut Regency to identify the needs, opportunities, and challenges faced by MSME business actors in Cisewu Village, after knowing what things are needed then carry out the socialization and training stage. made by the team. The results of this study are the knowledge of participants who are residents and MSME business actors in Cisewu Village from RT 001-005/RW 002 Cisewu District regarding digital-based marketing before PKM activities, the majority of participants are in the category of not understanding digital business. After the PKM activities were carried out and the material presentation was delivered, the MSME training succeeded in providing participants with increasing knowledge about digital business.

*Keywords:* Online-based Digital Marketing and Sales

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## 1. Introduction

The use of information technology not only changes the nature of the services provided but also changes the process of providing services, in the era of globalization technological developments take a very important role in facilitating human activities in carrying out various life activities. Although there are still many business people who do not really know about the internet, but because of business pressure that is increasingly directed to the media, many business people have started to use it, along with the increasing use of the internet either using computers or notebooks, as well as internet access via cellphones (Adam et al., 2020; Wijaya and Padmanegara, 2021; Purwanti, 2021).

MSMEs are a business sector that has an important role in the national economy, MSMEs are a pillar of a country's economy in facing various crises, in the economic crisis that occurred in Indonesia in 1998, many large-scale businesses went bankrupt, but the MSME sector has proven to be resilient. and have strong resilience in the face of the crisis. The reasons MSMEs can survive and tend to increase in number during times of crisis are because most MSMEs produce consumer goods and services with low elasticity of demand for income, then most MSMEs do not get capital from banks and MSMEs have limited capital and a market that is compete (Solihin et al. 2020; Suliswanto and Rofik, 2019; Rusadi and Benuf, 2020; Saputra and Rahmatia, 2021).

Technological developments make the internet continue to grow and spread to all elements of society, one of the uses of internet media in business applications is electronic commerce (e-commerce) or often also called electronic commerce (Aditantri et al., 2021; Santosa et al., 2020; Rahayu and Day, 2017). Digital marketing is defined as a commercial transaction involving the

exchange of value conducted through or using digital technology between individuals (Afifah and Najib, 2018; Hendriyani and Chan, 2018; Purba et al., 2021).

Media e-commerce involves using the internet, the worldwideweb, and applications or browsers on mobile or mobile devices to transact business (Rahayu and Day, 2015). e-marketing is a development of traditional marketing where traditional marketing is a marketing process through offline communication media such as through the distribution of brochures, advertisements on television and radio, and so on. After the rise of the internet and the ease of communication it offers, the application of marketing in companies began to adopt internet media, which was then referred to as e-marketing..

The mobile platform is the latest development in the Internet infrastructure of various mobile devices such as smartphones and tablets via a wireless network (wifi) or cellular telephone service. According to Jonathan (2013), e-service quality is defined as an extension of the ability of a site to facilitate shopping, purchasing, and distribution activities effectively and efficiently. E-commerce is the impact of changes in people's shopping behavior which is used to become a business opportunity. Indonesia is a country that quickly accepts changes, therefore a lot of e-commerce has emerged, both from abroad and e-commerce originating from Indonesia.

Based on research conducted by Pradiani (2018) states that digital marketing is a media that returns both as a means of product promotion that is most effective and efficient, and by using a marketing system that uses digital marketing will increase the volume of product sales from a business..

The purpose of this community service is to assist business actors and residents in promoting MSME products in Cisewu Village, Cisewu District, Garut Regency. As for some of the things the team did in this service activity, it was to provide socialization of understanding how to carry out a good digital marketing-based marketing strategy to MSME actors in Cisewu Village, Cisewu District, Garut Regency.

## **2. Materials and Methods**

### **2.1. Materials**

The service activity will take place on March 20-21, 2021, attended by 30 (thirty) residents of Cisewu Village RT 001 – 005/RW 002, Cisewu District with the Covid-19 health protocol.

### **2.2. Methods**

The approach method taken by the team in implementing the program, includes:

- Socialization, Community service programs are carried out in the form of outreach to SME business partners in Cicalengka Village, RT 002/RW 002, Pagedangan District. The socialization is in the form of presenting material to partners regarding the problems faced by partners. The material to be delivered is expected to provide increased knowledge and understanding which can then be applied by partners in business activities.
- Discussion, After the material has been presented, it is followed by a discussion in the form of questions and answers between the presenter and the participants. Discussions were held so that participants better understand the material that has been presented. Through discussion, socialization is not just a transfer of knowledge, but can share experiences and problems that are being faced by partners.

## **3. Results and Discussion**

The training carried out by the team in community service regarding digital marketing-based marketing was carried out through 3 event sessions. In the first training session, material was delivered on how to create an attractive brand and product design, product packaging design is one of the important factors that can strengthen branding a business in a business competition that is getting tougher every time, an attractive and quality packaging design will be a differentiator between brands and products owned by competitors, from a unique and attractive product packaging design, of course, must apply several important things in order to influence the success or failure of a business that has been done.

In this second training session, material was delivered on creating promotional content that is easy for potential consumers to remember, in creating quality content, one thing that needs to be known is what is a trend around and in the world today. To find out, business people can find out through the Google Trends service. Try to access and find what trends are hot on trends.google.com, then after knowing the trend of topics that are currently being discussed by the community, then business people can choose and adjust trends that match the business they are in by creating content, after the content has been created, the next step is to distribute it which can be done through social media, websites, blogs, and other promotional channels, make sure business people like to distribute content that is created regularly so that more audiences and potential consumers are obtained through the content.



**Figure 1.** Dissemination of Digital Marketing in Cisewu Village, Garut Regency

In the third training session, material was delivered on how to distribute products from business actors to customers by doing online marketing, distributing goods or products is one of the hearts in entrepreneurship, knowing product distribution patterns can make business actors able to expand marketing so that it can increase sales by several times by doing online marketing. Online marketing can take advantage of several social media facilities such as Instagram, Twitter, Facebook, Youtube or through the WhatsApp (WA) application then added with e-commerce facilities that have spread in Indonesia. The dissemination of digital marketing in Cisewu village can be seen in Figure 1.

#### **4. Conclusion**

The knowledge of participants in this case are business actors and residents in Cisewu Village from RT 001-005/RW 002, Cisewu District, Garut Regency regarding digital marketing-based marketing before the training conducted by the team, the majority of participants were in the category of not understanding. After the training activities were carried out and the material presentation was delivered, the MSME training succeeded in providing participants with increasing knowledge about digital business.

#### **Acknowledgments**

We hope that this community service can open insights from the community, especially SME business actors and residents in RT 001-005/RW 002, Cisewu District, Garut Regency to be able to implement this digital marketing-based marketing strategy effectively, efficiently and innovatively so that the community and stakeholders' business actors are able to compete with products from abroad.

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