



Empowering MSMEs Through Digital Marketing to Increase Product Sales

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Article Info	ABSTRACT
<p>Corresponding Author R Dewi Pertiwi E-mail: tiwie0888@yahoo.com</p>	<p>Along with the development of information technology, digital marketing has become an important tool to help MSMEs overcome various challenges in marketing and expand market reach. This research aims to analyze the effect of empowering Micro, Small and Medium Enterprises (MSMEs) through digital marketing strategies in increasing product sales to the community in Kayuambon Village, Lembang District, West Bandung Regency. The research results show that the MSME empowerment program through digital marketing in Kayuambon Village is effective in increasing the knowledge and skills of MSME players. Through training that includes the use of social media, product photography, and digital marketing strategies, participants are able to increase the visibility and sales of their products. MSME players have become more confident and creative in utilizing digital technology for marketing. This program contributes positively to local economic growth, showing that digital marketing strategies are strategic steps to empower MSMEs in the digital era.</p> <p>Keywords: MSMEs, Digital Marketing, Product Sales, Empowerment, Social Media.</p>

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INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have a crucial role in the Indonesian economy. They not only drive domestic economic growth, but also make a major contribution to job creation and reducing poverty levels (Pritandhari, 2022). As the backbone of the national economy, MSMEs absorb large numbers of workers, open up new business opportunities, and improve community welfare in various regions (Putra, 2016). The contribution of MSMEs to Gross Domestic Product (GDP) is also very significant, making this sector one of the main pillars of sustainable economic development in Indonesia. Apart from that, MSMEs also have an important role in economic diversification, reducing dependence on certain sectors, and creating economic stability by having a variety of business types spread across various sectors (Bhegawati et al., 2022).

Based on the latest data from the Ministry of Cooperatives and MSMEs, between 2015-2019, MSME growth has increased..

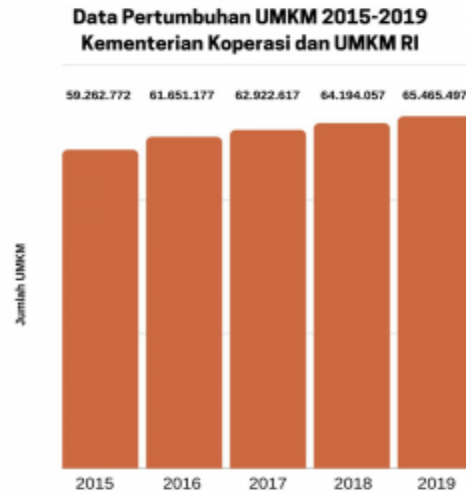
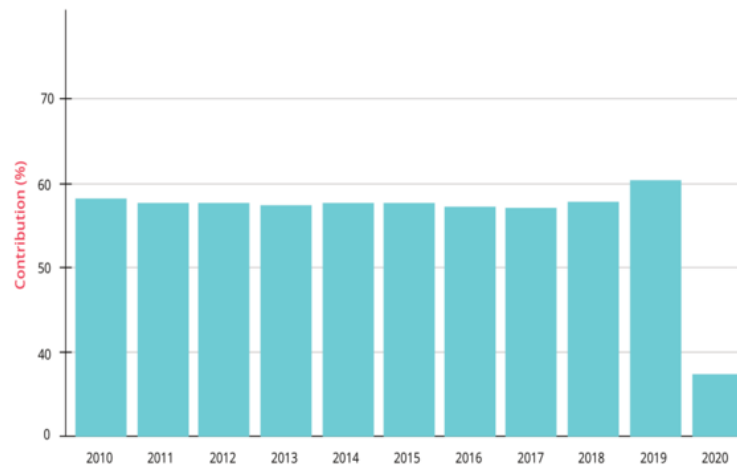


Figure 1 MSME Growth Data 2015-2019
Source: Ministry of Cooperatives and MSMEs

Data shows that almost every year there is a growth of 1 to 2 million new MSMEs in Indonesia. This rapid growth has had a significant impact on national economic development. With the increasing number of MSMEs operating, the wheels of the economy move more dynamically, creating more job opportunities and increasing people's income (Tayibnapis, 2021). The presence of these new MSMEs not only enriches the variety of products and services in the domestic market, but also strengthens the competitiveness of the Indonesian economy as a whole. The increasing number of MSMEs appearing also indicates a high entrepreneurial spirit among society, which in turn strengthens the foundations of the national economy (Fadhillah & Yuniarti, 2023).

Based on data from the Ministry of Cooperatives and MSMEs, the contribution of MSMEs to GDP continued to show an increase before the pandemic. However, when the pandemic hit, this contribution dropped drastically to 37.3%.



Source: Ministry of Cooperatives and SMEs, visualized by Lokadata¹⁹

Figure 2 Contribution of MSMEs in Indonesia to the national economy

Source: Ministry of Cooperatives and MSMEs

Based on data, the contribution of MSMEs in Indonesia to the national economy from 2010 to 2019 reached around 60%. During this period, MSMEs played a vital role in supporting the country's economic stability (Feriyanto, 2021). However, in 2020, this contribution experienced a drastic decline due to the COVID-19 pandemic. The global crisis has had a significant impact on MSME operations, resulting in many small businesses being forced to stop their activities or experiencing a sharp decline in turnover (Hertina et al, 2021). This condition causes the Indonesian economy to lose one of its main supports, considering that MSMEs are no longer able to make the same large contribution as in previous years. The impact of this pandemic highlights the importance of stronger protection and support for MSMEs so that they can survive and recover, and return to their role as the driving force of the national economy (Rifai & Meiliana, 2020).

To survive in increasingly fierce competition, especially since the pandemic, MSME players need to adopt digitalization or utilize technology to support their business operations through digital marketing (Wahyuni et al., 2023). Digital marketing provides a variety of strategies that can help MSMEs increase the exposure and competitiveness of their products in a competitive market. By utilizing social media, MSMEs can interact directly with consumers, build more personal relationships, and promote products effectively (Mansir & Purnomo, 2021). In addition, e-commerce platforms allow MSMEs to sell products online, reaching new customers in various regions, even internationally, without having to open a physical store. Search engine optimization (SEO) techniques can also help improve the ranking of MSME websites in search results, making them easier to find by potential customers (Donoriyanto et al., 2023).

Social media is the easiest and most effective digital marketing tool for MSMEs to utilize. Before having an official website, many business actors in markets like Indonesia had

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started their first steps in the digital world through social media platforms. This step not only allows them to introduce their products and services quickly and widely, but also provides a significant boost to the entrepreneurial development and sustainability of MSMEs. Social media provides tools that are easy to access and use, without requiring large costs or in-depth technical expertise. Through platforms such as Facebook, Instagram, and Twitter, MSMEs can build communities, interact directly with consumers, and get valuable feedback to improve their products and services.

MSMEs must really utilize the internet as an integral part of their product marketing and branding strategy. It is believed that the use of the internet can significantly increase sales of MSME products by enabling them to reach a wider and more diverse audience (Rahmah et al, 2022). Through digital platforms such as social media, e-commerce and official websites, MSMEs can introduce their products to the global market, increase brand awareness and build closer relationships with consumers. By increasing sales, MSMEs can also increase their production scale and productivity. The internet not only helps in the marketing aspect, but also provides the tools and technology needed to manage business operations more efficiently (Anggraeni et al, 2021).

Kayuambon Village, which is located in Lembang District, West Bandung Regency, West Java Province, has fertile land that has great potential in the agricultural sector. With an agricultural land area of 150,210 hectares for moorland or fields and 4,250 hectares for rice fields, this village benefits from a cool climate with an average temperature of between 17-27°C. Kayuambon Village covers an area of 2.12 km² and is inhabited by 9,180 people, making it one of the most populous villages in Lembang District. Apart from Kayuambon Village, other villages which are also included in the largest category in Lembang District are Gudang Kahuripan Village, Langensari, Lembang, Cibogo, and Cibodas. The agricultural advantage and high population create a distinctive socio-economic dynamic, with great potential for sustainable agricultural development and increased welfare of local communities

Marketing carried out by MSMEs in Kayuambon Village is still very limited and traditional in nature, with most businesses only relying on direct marketing (offline) or leaving products in local stalls. This marketing method faces various obstacles, such as limited market reach and lack of product visibility outside the village area. As a result, the quantity and quality of products produced often do not reach their maximum potential, because marketing processes that are not optimal hamper the ability of MSMEs to attract new customers and retain existing ones. In addition, dependence on conventional marketing methods makes it difficult for MSMEs to compete with products marketed digitally, which have access to a wider and more diverse market. These problems not only limit business growth, but also hinder further innovation and product development.

The author and team are interested in evaluating the extent to which MSME empowerment through digital marketing can be implemented in Kayuambon Village, Lembang District, West Bandung Regency. The proposal writing team had the idea to hold

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community service activities with a focus on the theme "Empowering MSMEs through Digital Marketing to Increase Product Sales." This activity aims to provide training and assistance to MSME players in utilizing various digital platforms to market their products. By using social media, e-commerce and other digital tools, it is hoped that MSMEs in Kayuambon Village can increase the exposure and competitiveness of their products in the wider market.

METHOD

The type of data that will be used in this research is qualitative data, which consists of words, not numbers. This qualitative data will be collected through a case study approach, using observation and interview methods. This method involves collecting, compiling, interpreting and analyzing data systematically to provide relevant information regarding the problems faced by MSMEs in Kayuambon Village, Lembang District, West Bandung Regency. In accordance with the problem of empowering MSMEs in Kayuambon village through digital marketing, the methods and stages of implementing service to partners are as follows:

1. The preparation stage is carried out by the service team by considering the challenges generally faced by MSMEs, as well as preparing relevant materials. This activity is scheduled to be held on August 11 2023.
2. At the implementation stage, the service team delivered material related to marketing aspects, especially knowledge about selling via internet media. This activity is scheduled to be held on August 12 2023.
3. In the evaluation stage, the service team makes observations and conducts interviews to evaluate the development of partners' knowledge regarding the material that has been presented.

RESULTS AND DISCUSSION

The community service program was prepared based on the results of identifying problems faced by the Service Team partners, whose focus was MSMEs in Kayuambon Village, Lembang District, West Bandung Regency. Through a series of observations carried out three times, several common problems faced by MSMEs were identified. One of the problems that was revealed was the lack of use of social media as a product promotion tool. Many MSME players have not fully utilized the potential of social media to expand their market reach and increase their sales. In addition, there is still a lack of knowledge about social media management, including effective marketing strategies and interactions with customers online. Another problem faced is unattractive product packaging design, which can have an impact on the product's attractiveness in the market.

Based on these findings, a community service program was designed to overcome the problems faced by MSMEs in Kayuambon Village. This approach involves providing training and direct assistance to MSMEs in implementing digital marketing strategies. Training will cover the use of social media for product marketing, effective social media

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management, and improving product packaging design. Thus, it is hoped that MSMEs will be able to improve their ability to utilize digital technology to support their business growth and face increasingly competitive market challenges. This program is expected to have a significant positive impact on MSMEs in Kayuambon Village and improve overall local economic welfare.

Digital marketing has been proven to have a positive and significant impact in improving the sales performance of MSMEs. Along with increasing internet penetration and the use of social media, digital marketing has become the main communication platform in marketing strategies (Naningsih et al., 2022). Its ability to reach more consumers at a more efficient cost makes it a promising choice for MSME players. Even though physical stores still have an important complementary role, their existence is no longer the sole focus in marketing strategies. Business actors need to be open and brave to try new things such as digital marketing to continue developing their businesses (Rengganawati & Taufik, 2020).

MSMEs can start with simple steps, such as creating a social media account and regularly promoting their products or services. Through this step, they can strengthen their confidence in using digital platforms and hone their creativity in marketing. With continuous exploration and developing creativity, MSMEs will be able to take full advantage of digital marketing potential to increase visibility, attract new customers and increase sales significantly. Therefore, these simple steps are the key for MSMEs to compete and survive in the ever-growing digital era.



Figure 3 Delivery of Material on Empowering MSMEs through Digital Marketing

The service team proposed an empowerment program as a further step in identifying problems and effective strategic potential for MSMEs in Kayuambon Village to increase sales of their products. This program is designed to provide intensive training and ongoing assistance to MSME players, with a focus on implementing relevant digital marketing strategies. Through this program, it is hoped that MSME players can expand their market

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reach, increase product visibility, and ultimately increase their income significantly. The empowerment process aims to encourage independence and resilience of MSME actors in facing current and future challenges. By considering an analysis of the characteristics of the problem, needs and proposed solutions, they agreed to implement a community empowerment program with a focus on digital marketing as an effective model.



Figure 4 Atmosphere of digital marketing training for MSME partners

The digital marketing training program was held on August 12 2023 by inviting MSME partners from Kayuambon Village, Lembang District, West Bandung Regency. This training covers three main topics, each held for 90 minutes. Each topic is designed to provide in-depth insight and practical skills needed to utilize digital marketing effectively.

The first topic is an introduction to digital marketing. An introduction to digital marketing is delivered to provide a basic understanding of digital marketing concepts and practices. Participants were introduced to the definition of digital marketing, including the various elements involved such as social media, search engine optimization (SEO), email marketing, and online advertising. This explanation covers how digital marketing differs from traditional marketing and why it has become so important in today's business world. By providing an overview of the digital landscape, MSMEs can understand the great potential offered by digital marketing in reaching consumers more widely and efficiently. Furthermore, this introduction also highlights the various benefits that MSMEs can obtain through implementing digital marketing. One of the main benefits is the ability to reach a wider and more diverse audience without geographic restrictions. In addition, digital marketing allows businesses to interact directly with customers, build more personal relationships, and get valuable feedback for improving products and services.



Figure 5 Digital Marketing training for MSME partners

The second topic of product photography training. Product photography training, which is an important aspect of digital marketing. In this session, participants are taught basic photography techniques, including lighting, composition, and camera settings to produce attractive and professional product images. This training also includes the use of simple tools and equipment that can help improve the quality of product photos, such as using backdrops and reflectors. In addition, participants are given guidance on how to edit photos using editing software or applications to ensure the resulting images look more attractive and are ready to be published on various digital platforms. By mastering product photography, MSMEs can increase the visual appeal of their products, so they can attract more consumers and increase sales opportunities.

The third topic is training on the use of social media for business. use of social media for business, designed to help MSMEs utilize social media platforms effectively in their marketing strategies. This session includes guidance on how to create and manage business accounts on popular platforms such as Instagram, Facebook and WhatsApp. Participants are taught how to create interesting and relevant content, as well as techniques to increase audience interaction and engagement. Additionally, this training also covers the use of social media analytics tools to track content and campaign performance, as well as identify consumer trends and preferences. Participants are also given strategies on how to run paid ads to increase visibility and reach a wider audience. With a deep understanding of the use



of social media for business, MSMEs can increase their brand exposure, attract more customers, and ultimately, increase their sales and business growth.

Based on the empowerment results above, it can be concluded that this service program has been successful and effective in increasing knowledge and empowering the community, especially MSMEs in Kayuambon Village. Through a series of training that includes digital marketing, product photography, and the use of social media for business, participants gain insight and practical skills that are very useful for developing their businesses. Increased understanding of digital marketing allows MSMEs to be more confident in utilizing modern technology to expand market reach and increase product sales.

CONCLUSION

From this description, it can be concluded that the MSME empowerment program through digital marketing in Kayuambon Village is successful and effective. This program has succeeded in increasing the knowledge and skills of MSME players in utilizing digital technology for marketing. Training involving digital marketing, product photography, and the use of social media for business provides significant benefits for participants. As a result, MSMEs become more confident and creative in promoting their products online, which ultimately increases the visibility and sales of their products. With continued support and guidance from the service team, it is hoped that MSMEs in Kayuambon Village can continue to develop and make a greater contribution to the local economy. This digital empowerment emphasizes that modern marketing strategies are essential to overcome challenges and take advantage of opportunities in the digital era.

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