

Assistance Digital Marketing and Branding Strategy Sukoharjo Product on Ministry of Micro Small and Medium Enterprises

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ABSTRAK

Seiring dengan berkembangnya era persaingan di dunia khususnya di ekonomi global, keberadaan UMKM diharapkan mampu mendongkrak perekonomian di Indonesia. Berkaitan dengan era persaingan tersebut, maka UMKM dituntut untuk selalu meningkatkan daya saingnya agar dapat terus berjalan dan berkembang. Salah satunya adalah dengan menerapkan Teknologi Informasi dan Komunikasi sebagai penunjang kegiatan usahanya serta terus melakukan branding produk. Digital marketing adalah strategi marketing yang memanfaatkan sebuah produk teknologi informasi dimana berupa kegiatan mempromosikan produk dan atau jasa melalui media internet. Digital marketing dianggap mampu meningkatkan penghasilan UMKM hingga sekitar 20%. Oleh karena itu, UMKM dituntut untuk selalu meningkatkan daya saingnya. Salah satunya adalah dengan menerapkan Teknologi Informasi sebagai penunjang kegiatan usahanya. Berpijak dari sinilah maka penulis mengadakan kegiatan pendampingan digital marketing Sebagai Usaha Strategi Branding Produk Pada UMKM Sukoharjo.

Kata kunci: Digital Marketing; Strategi Marketing; UMKM; Branding Produk; Media Sosial;

ABSTRACT

In the era of competition in the world especially, global economy the existence of businesses is expected to boost the economy in indonesia. In this era of competition, MSMEs are required to always improve their competitiveness so that they can continue to run and develop. One of them is by applying information technology and communication a supporting their business activities and continue to do branding. Products. Digital marketing strategy of taking a product information technology where in form of activities and promote their products or services through the medium the internet. Digital marketing is able to increase the income until about 20 %. Therefore, MSMEs are required to always improve their competitiveness. One of them is by applying Information Technology as a support for its business activities. Based on this, the author held digital marketing mentoring activities as a Product Branding Strategy Business at MSMEs in Sukoharjo.

Keywords: Digital marketing; Marketing strategy; Micro, Small and Medium Enterprises; Branding products; social media;

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INTRODUCTION

2022 in the global market right now, has shown a lot of changes which has the effect of multidimensional. The most fundamental change is in the business sector along with the

development of internet technology which is increasingly rapidly, far beyond what was thought a few years ago so that it is felt that the internet will (start) to become the “backbone” in almost all business fields. So, we can conclude that the economic development (business) is down with a lot of the occurrence of the economic crisis but the internet is growing fast rise in moreover live side by side with the pandemic like the present. A wave of digital marketing paradigm phenomenon has spawned a new business with capital, intellectuality smart, creative and innovative. (Soegoto, et al. 2019) The digital era has made many activities especially in the economic sector especially business related to the internet growing. Currently, was born many of the entrepreneur, the professional, scholars nonprofit, and investors that have and will enter the activities business or pertaining to digital. But, on the other side, the support of the government in the field of information technology also is still relatively weak. Electronic and communication infrastructure still is very minimal and there is no the value of selling these services are still so expensive that it sometimes memorable exclusive. (Nurmaya, et al. 2017)

MSMEs, which stands for Micro, Small and Medium Enterprises, have an important role in the economic and industrial growth of a country, apart from being a source of job creation, the contribution of MSMEs in the business sector worldwide reaches 80%, this shows that MSMEs are very supportive of economic growth both in terms of scope and scope. national and regional (Abdurrahman, et al. 2020). In Indonesia, especially Central Java, the number of MSMEs reached 4,174,210 business units. Meanwhile, MSMEs in Sukoharjo City have reached 350,000 business units. The MSME sector has helped economic growth in Central Java. The existence of this large number of MSMEs makes MSMEs become one of the business sectors that are expected to be able to boost the economy along with the development of the era of free competition, such as the WTO, AFTA, APEC, and AEC, and to always be ready to face the global economic crisis.

Digital marketing is an activity to promote a brand or product through digital media. This method has been considered effective for now as a marketing method for all types of businesses, including SMEs and MSMEs. For, although business run fairly small in scale, decided on a strategy to promote proper still needs to be done to make the business keeps growing. For that reason, and businesses are required to always improve the saingnya to keep goes on and developed. One of them is by applying information technology a supporting. business activities. Based on this, there is a solution that the author will do in an effort to

increase competitiveness, especially in the current pandemic era, namely by providing digital marketing assistance as a Product Branding Strategy Business in Sukoharjo MSMEs. Branding this strategy be conducted by way of give knowledge of the art of business, the concept, and methods, and mindset applied with mastery and exploit information technology or known as e-commerce and e-business. (Evasari, et al. 2019)

RESEARCH METHOD

Beginning about digitalisasi trend of the past few years, because pandemic that requires MSMEs should be continue to twist the brain to can stay alive and effort will continue to run. So that there is a need for training and digital marketing assistance as a product branding strategy effort for Sukoharjo MSMEs in this case is how to introduce Sukoharjo MSMEs how to brand products properly and correctly, as well as introduce and provide intensive assistance to Sukoharjo MSMEs related to website creation, how to sell products. (Ahmed, 2014) online through e-commerce or online stores and do not forget to also be given training on how to use advertising on social media as an effort to increase product sales. (Muchbarak., et al. 2018) Through such an activity this digital marketing assistance, expected to maintain the Sukoharjo MSMEs capable of business and able to increase turnover although when pandemic.



Picture.1 Assistance Digital Marketing

This activity is intended for MSMEs in Sukoharjo with \pm 15 participants and still complying with applicable health protocols. This activity was carried out on March 18 and 19 March 2022 at one of the residences for MSMEs, Sukoharjo, which is located on the way

Sidomulyo RT 07 RW 21, Cemani, Grogol, Sukoharjo, Central Java. Because it is still in the pandemic covid-19, so we still do offline activities in accordance with the protocol on health, wash your hands, wearing a mask, not coughing and sneezing and watching indoor air circulation during activity. In addition, we share training module, a mask, stiker and handsanitizer to each participant training and digital marketing and we assist to an offender MSMEs in Sukoharjo.



Picture. 2 Team devotion

All participants have seen simulating how canva branding products used the aid application, adobe photoshop and corel draw and how to benefit from social media like facebook and instagram as media. Participants said impressed and unable to make branding their products own and able to expand of this training.

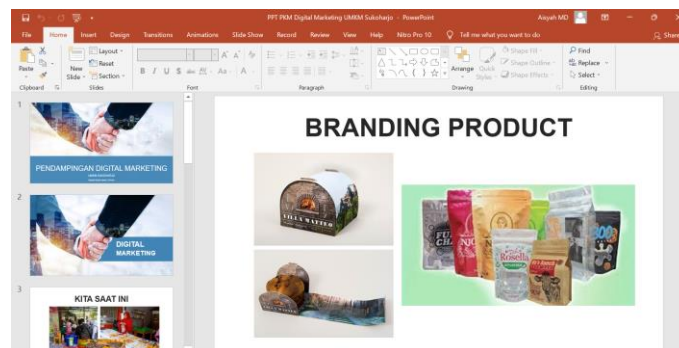


Picture. 3 All Participants



Picture. 4 One of the participants

In addition to conducting a two-day training, the trainer also made a direct visit to provide private assistance to several participants of the Digital Marketing Assistance training as a Product Branding Strategy Business at MSMEs in Sukoharjo. The outer covering of devotion already performed is devotion to the journal for coach and booklets guide branding, wearing canv products adobe photoshop and corel for all.



Picture. 5 Training materials

In this training material, there was not a little enthusiasm given by the training participants, some of the questions asked were also varied. Starting from how to make social media to how to branding products and promote the product of use social media.

RESULT AND DISCUSSION

The devotion to the community performed at home one of the participants that is in the way of Sidomulyo rt 07 rw 21, cemani, grogol, sukoharjo, central java. On 18 - 19 March 2022. Digital Marketing Assistance training activity as a Product Branding Strategy Business

for MSMEs in Sukoharjo, with the main target being MSMEs in Sukoharjo. This training measured the ability to participants through a few questions in posttest given to some material. There are two of subjects of this training, in the digital marketing, branding products and the sale of products using social media. Test is conducted directly by means of practices in place and supervised by coach. Based on the test results, it is known that there is an increase in the knowledge of the participants. This can be seen from the average results of the practice carried out properly and correctly. As well as evidenced by all participants being able to use several applications that were provided during the training as a branding business for MSMEs products in Sukoharjo.

CONCLUSION

From the discussion in the previous chapter, it can be concluded that the service participants have been able to understand the digital marketing training material, then the service participants can do product branding using the Canva, adobe photoshop and corel draw applications and the participants understand how to increase product sales using media social.

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