

## Increasing the Marketing of Cepoko Village MSMEs Through Digital Marketing Seminar

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### Article History:

Received: Juli 14, 2024

Revised: Agustus 16, 2024

Accepted: September 10, 2024

Published: September 14, 2024

**Keywords:** Digital Marketing, MSMEs, Improving Marketing

**Abstract:** In the increasingly evolving digital era, digital marketing is an important element for businesses to build brand awareness, increase sales, and expand market reach. By using various online platforms such as social media, search engines, email, and websites, companies can reach consumers directly, provide relevant content, and monitor and analyze campaign results in real-time. Cepoko Village, Gunungpati District, Semarang City, is one of the areas that has many MSME actors with quality products. However, most of them still experience obstacles in marketing their products. This seminar was carried out through two steps, namely observation and interviews where we collected data obtained from the head of RT, the head of MSMEs, and several MSME actors in Cepoko village. The next step is to arrange a seminar by bringing in speakers to provide an explanation of digital marketing at the Cepoko Village Hall. The purpose of holding this seminar is to provide insight to Cepoko Village MSMEs on how to market digital marketing and look for business opportunities in social media.

## 1. INTRODUCTION

The development of digital technology and the use of the internet in Indonesia has continued to increase rapidly in recent years. Based on data from the Indonesia Internet Service Providers Association (APJII), internet users in Indonesia have reached 221,563,479 million people out of a total population of 278,696,200 people in Indonesia in 2023, with the majority of users using digital platforms for various purposes, including online shopping activities.

The advent of the internet has overhauled the fundamentals of the economic world. In the beginning when someone wants to sell he needs to open a store and needs to have goods to sell. However, now a seller does not need to have a physical store on the side of the road, they only need to create an account and open an online store. Even a seller does not have to have his own products, he can offer other people's products and when someone buys he only needs to send someone else's product to the buyer (dropshipper). This is what creates a great

opportunity for business actors, especially Micro, Small, and Medium Enterprises (MSMEs), to expand their market reach through digital marketing. Because by implementing digital marketing, MSME actors can track customer behavior in real-time, as well as find out the products needed by customers quickly and precisely (Kaur, 2017, pp. 72-73).

However, not all MSME actors are able to take advantage of this opportunity optimally. In the midst of the rapid development of e-commerce and digital platforms, many MSMEs are still lagging behind in terms of understanding and implementing online marketing strategies. This is because the majority of MSME actors only market their products randomly, spontaneously, flexibly, and as they are. Therefore, many MSME actors are unable to compete in the market due to their failure to keep up with the increasingly rapid development of the times (Saraswati, 2019).

Cepoko Village, Gunungpati District, Semarang City, is one of the areas that has many MSME actors with quality products. However, most of them still experience obstacles in marketing their products. The results of interviews with the Chairman of RT and several MSME actors in Cepoko Village revealed that although the products produced are ready to sell, the main difficulty faced is how to expand the market and increase sales. Lack of knowledge about digital marketing is one of the main inhibiting factors.

Realizing the importance of understanding digital marketing in this increasingly connected era, KKN MB Posko 9 UIN Walisongo Semarang students took the initiative to hold a digital marketing seminar. The purpose of this seminar is to open new insights for MSME actors in Cepoko Village on how to utilize digital technology and the internet as a tool to promote and market their products more effectively and efficiently. Through this seminar, it is hoped that MSMEs in Cepoko can benefit from technological developments and expand their market reach to a higher level.

## **2. METHOD**

This seminar was carried out through two steps, namely observation and interviews where we collected data obtained from the head of RT, the head of MSMEs, and several MSME actors in Cepoko village. The next step is to arrange a seminar by bringing in speakers to provide an explanation about digital marketing at the Cepoko Village Hall. The purpose of holding this seminar is to provide insight to MSMEs in Cepoko Village about how to market digital marketing and find business opportunities in social media. In addition, materials and discussions were also given about the contribution of digital marketing, how to promote products and how to increase sales through digital marketing and social media, improving skills in the use of gadgets, computers, and internet networks.

### 3. RESULTS AND DISCUSSION

In today's fast-paced era, as MSME actors must be able to adapt to technological developments or can be known as digitalization, one of the benefits is to accelerate the marketing of the MSME products produced.

At the observation stage, it can be carried out by looking for and obtaining information or facts necessary in continuing an analysis. This stage of socialization can inform residents in Cepoko Village who still lack understanding of digital marketing for MSME actors and difficulties in marketing their products.

From the results of digital marketing socialization, the MSME actors in Cepoko Village, the resource person explained in detail how to market MSMEs online, and there are also those who market their products but still use the word-of-mouth method, so that the results of this method only have a small impact on attracting consumers for MSME businesses where they are only marketed only through neighbors, friends, as well as local students who can reach or buy their business products.



**Picture 1.** Cooperation of KKN MB UIN Walisongo students, field supervisors, village heads, PKK women, youth organizations, and MSME actors in Cepoko Village



**Picture 2.** Opening of the socialization by representatives from KKN UIN Walisongo

The digital marketing seminar activity began with an opening, then sang the song Indonesia Raya, remarks from the village head, Mr. Dwi Setyo Febrianto, ST, remarks from the chairman of the digital marketing seminar, Ahmad Zainal Abidin. Furthermore, continued with socialization activities, participants can join the hall to listen to material on "improving

the marketing of Cepoko Village MSMEs online". In this process, the material provided focuses on understanding digital marketing with the aim of assisting MSME actors in Cepoko Village in marketing products online and can increase sales and can reach a wider range of marketing.

This material was presented by Arga Satya Pratama about Digital Marketing, there are still many MSME actors who have not applied it to their business/business. Marketing includes the promotion, sale, and delivery of products to consumers and other business partners. Marketing in the development of this technology is also an influence because of the ease of accessing the internet today, so digital marketing is like placing advertisements in the online world. Digital marketing is an effective way to promote products or services in the digital era. This allows businesses to reach more customers at a more cost-efficient cost.

Marketing on technological developments is also very influential along with the easier access to the internet and people are increasingly using it and spending more time using it. Along with the increasing number of Internet users, the preference for convenience is increasing, such as the ease of online shopping anytime and anywhere. This digital marketing is very beneficial for MSME actors because they can easily promote their products to reach more customers and also save advertising costs in sales.

In this discussion, it will be explained that the purpose of digital marketing is to acquire customers and potential customers quickly and instantly. Digital marketing allows thousands to tens of thousands of people to view and read your promotional posters and videos every day, unlike traditional marketing which has limitations. One of the various advantages of digital marketing that needs to be known, namely to take advantage of the business to keep running, is the speed of strategy formulation (marketing using digital media can be done faster, especially in an estimated time of just a few seconds). And can be easily evaluated in online media, the results of marketing efforts can be immediately known, have a wider reach, and are cost-effective and effective.

After learning the benefits of digital marketing, business owners are advised to start learning the application of digital marketing. The first recommended step is to conduct market research through Google Trends. Google Trends is a very useful tool for MSMEs to understand market trends and optimize their marketing strategies online. With Google Trends, MSMEs can identify popular keywords, understand seasonal changes in consumer interest, and analyze competition in the market. These tools allow businesses to create more relevant content, target ads more effectively, and respond quickly to changes in consumer preferences. For example, holiday-related products or specific seasons can be promoted at the right time based on annual

trend data. By leveraging real-time data from Google Trends, MSMEs can improve their online visibility, reach more precise audiences, and drive overall business growth (Firdaus, Ilham, & Aqidah, 2018).

After understanding market research through Google Trends, the next step is a promotional platform that MSME actors can do. Digital promotion can be done for paid or free, for paid platforms that can be used are Facebook ads, Instagram ads, and Tiktok ads while the free platform is using WhatsApp Blast.

Facebook Ads, Instagram Ads, and TikTok Ads are three popular advertising platforms that help businesses, including MSMEs, reach audiences effectively through social media. Facebook Ads allows for very specific targeting based on user demographics, interests and behaviors, and provides a variety of ad formats such as images, videos and carousels. MSMEs can take advantage of the retargeting feature to advertise products to people who have previously interacted with their business. However, stiff competition and algorithm changes can be challenging, especially when it comes to optimizing ad costs and reaching relevant audiences (Kader, Mulyatini, & Setianingsih, 2018).

Instagram Ads, managed through Facebook Ads Manager, also allow for the same targeting, but the main focus is on high-quality visual content such as photos and videos. The platform is effective for reaching young users and has a high engagement rate, especially through formats like Instagram Stories and Reels. However, the success of advertising on Instagram is highly dependent on visual appeal, and competition in advertising costs can be challenging for MSMEs with limited budgets (Revinzky, Ramdan, & Maulana, 2022).

TikTok Ads offers more interactive formats, such as in-feed ads, branded hashtag challenges, and TopView, which are perfect for creative and viral campaigns. TikTok is very popular among Generation Z, making it an ideal platform for reaching young audiences. However, the main challenge on TikTok is the need to create highly creative and engaging content in a short period of time, as well as ensure a relevant target audience, especially if your business is focused on older demographics (Novita & Yuliani, 2022).

The free digital marketing strategy is to use the Whatsapp Blast platform. WhatsApp Blast is a digital marketing method that allows MSMEs to send bulk messages directly to customers via WhatsApp. With this tool, businesses can reach a large number of people instantly, whether for product promotions, announcements, or reminders, making it an effective and cost-effective way to communicate with customers. WhatsApp has a high readability rate, making messages sent more likely to be read than other media such as email. In addition, its personal nature increases the chances of customer interaction with the business. However, there

are challenges to be aware of, such as the risk of being considered spam if messages are sent too frequently or irrelevant, as well as the importance of ensuring compliance with privacy regulations. To maximize effectiveness, MSMEs need to personalize messages and segment audiences to make campaigns more targeted, while adhering to restrictions on the use of WhatsApp and its official tools (Sugianta, Reganata, Yuda, & Dillon, 2022).

The last step that needs to be taken by MSME actors to support the success of their promotion in the digital world is to understand copywriting. Copywriting is the art of writing marketing or advertising text that aims to attract attention, persuade and encourage the audience to take a specific action, such as buying a product or using a service (Abraham Henry Julius, et al, 2022). In the context of MSMEs, such as cassava chips business, copywriting is very useful to create an interesting and impressive message about the product. For example, by highlighting the uniqueness of cassava chips made from natural, crispy, and distinctively flavored ingredients, a promotional sentence can read: "Enjoy the savory crispy and delicious cassava chips of Indonesia, perfect to accompany every moment of your relaxation." Good copywriting can help increase product appeal, strengthen brand identity, and drive sales by conveying product benefits clearly and persuasively.

#### **4. CONCLUSION**

Marketing on technological developments is also very influential along with the easier access to the internet and people are increasingly using it and spending more time using it. Along with the increasing number of Internet users, the preference for convenience is increasing, such as the ease of online shopping anytime and anywhere. This digital marketing is very beneficial for MSME actors because they can easily promote their products to reach more customers and also save advertising costs in sales.

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