

Optimizing Marketing In The Digital Era With A Digitalization Marketing Seminar To Advance Umkm In Pidodowetan Village

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Abstract. *This research examines the use of social media to increase the attractiveness and sales of MSME products in Pidodowetan Village. Through a marketing digitalization seminar held on 8 August 2024 at the Pidodowetan Village Hall, MSME players were provided with knowledge and practical skills on digital marketing. The seminar covered materials on product branding, business management, and marketing strategies with a focus on the use of social media such as Instagram, Facebook, and WhatsApp. The results showed that the seminar was highly beneficial to the participants, with a high level of enthusiasm evident from active participation in the discussions. The program is designed to provide long-term impact through continued coaching and community support, aimed at driving local economic growth and creating a new generation of entrepreneurs who are competitive in the digital age.*

Keywords: *Optimize, Marketing, Digital.*

Abstrak. Penelitian ini mengkaji penggunaan media sosial untuk meningkatkan daya tarik dan penjualan produk UMKM di Desa Pidodowetan. Melalui seminar digitalisasi pemasaran yang diadakan pada tanggal 8 Agustus 2024 di Balai Desa Pidodowetan, para pelaku UMKM dibekali dengan pengetahuan dan keterampilan praktis tentang pemasaran digital. Seminar ini mencakup materi tentang branding produk, manajemen bisnis, dan strategi pemasaran dengan fokus pada penggunaan media sosial seperti Instagram, Facebook, dan WhatsApp. Hasilnya menunjukkan bahwa seminar ini sangat bermanfaat bagi para peserta, dengan tingkat antusiasme yang tinggi yang terlihat dari partisipasi aktif dalam diskusi. Program ini dirancang untuk memberikan dampak jangka panjang melalui pembinaan berkelanjutan dan dukungan masyarakat, yang bertujuan untuk mendorong pertumbuhan ekonomi lokal dan menciptakan generasi wirausahawan baru yang kompetitif di era digital.

Kata kunci: Optimalikan, Pemasaran, Digital.

1. INTRODUCTION

Social media has become one of the most effective marketing tools in an increasingly advanced digital era to increase the attractiveness and sales of MSME products. Pidodowetan Village has great potential to develop various types of micro, small, and medium enterprises (MSMEs). However, MSMEs in this village must use contemporary and efficient marketing strategies to maintain and improve the sustainability of their businesses.

Social media has become a very popular platform and is used by people of all ages. MSMEs in Pidodowetan village can increase product visibility, increase brand knowledge, and expand market reach by using social media. Marketing strategies through social media can not only be used to promote products, but can also help develop brand image and build online communities.

This research investigates how the use of social media can increase the attractiveness and sales of MSME products in Pidodowetan village. Explore how social media can increase product awareness, strengthen customer loyalty, and help MSMEs face increasingly fierce competition. Therefore, it is expected that this research can make a significant contribution in improving the marketing capabilities of MSMEs in Pidodowetan village.

Pidodowetan Village has great potential for the development of micro, small and medium enterprises (MSMEs). However, MSMEs in this village need to utilize modern and efficient marketing strategies to maintain and improve their business sustainability. In recent years, social media has become one of the effective marketing tools to increase the attractiveness and sales of MSME products.

Social media has become a very popular platform and is used by all age groups. MSMEs in Pidodowetan village can increase product awareness, increase brand awareness, and expand market reach through the utilization of social media. Social media marketing strategies can not only be used to promote your products, but can also help you develop your brand image and build your online community.

The purpose of this study is to examine how the use of social media can increase the attractiveness and sales of MSME products in Pidodowetan village. We look at how the use of social media increases product awareness, strengthens customer loyalty, and helps MSMEs face increasing competition. Therefore, this research is expected to make a major contribution in improving the marketing capabilities of MSMEs and driving local economic growth in Pidodowetan Village.

The results of this study indicate that the seminar held on August 8, 2024 at Pidodowetan Village Hall was very useful for MSME players. The seminar was designed to assist small entrepreneurs in developing businesses in the competitive digital era. The material presented included how to brand products, run a business, and marketing, with a focus on utilizing social media such as Instagram, Facebook, and WhatsApp as digital marketing tools.

The seminar not only provided knowledge, but also engaged participants in interactive discussions, showing great enthusiasm. The program is designed to have a long-term impact, with continued coaching and community support, to drive local economic growth and create a new generation of competitive entrepreneurs.

2. RESEARCH METHODS

The method of implementing this community service activity consists of several stages. The first stage is the planning stage. In this stage, the 18th MIT KKN Team held discussions

regarding the identification of problems and outputs desired by the Seminar participants. This activity is very necessary to do in order to plan and prepare the material to be delivered in the Seminar. In addition, the 18th MIT KKN Team held internal discussions regarding the material to be delivered in the Seminar.

The second stage in this community service activity is the implementation of activities. This activity is in the form of delivering material by one of the members of the 18th MIT KKN Team. The materials presented were the background of the importance of digital marketing, along with tips and tricks for promoting MSME products in the Pidodowetan Village community.

The last stage in this community service activity is the follow-up to the implementation of the activity. This stage is carried out by answering questions asked by participants after the event is over. This activity is carried out in the form of further discussions directly with participants who need additional explanations regarding the material that has been delivered. The target to be achieved in this community service activity is MSME owners who have high motivation to promote their MSME products.

The seminar participants themselves are MSME owners in Pidodowetan Village who mostly utilize natural products in the Pidodowetan Village environment, so the 18th MIT KKN team took the initiative to help promote products by conducting digital marketing seminars.

3. RESULT AND DISCUSSION

Pidodowetan village in utilizing social media to develop their business. The Digital Marketing Seminar with the theme "Utilization of Social Media to Increase the Attractiveness and Sales of MSME Products in Pidodowetan Village" not only focuses on theory, but also provides practical guidance that can be directly applied by participants. With instructors from resource persons who have knowledge and experience in the field of Digital Marketing, participants will gain an in-depth understanding of digital marketing strategies that are relevant to current conditions. The presence of resource person Khairul Adip, who is known as an Outstanding Student, CEO, and Founder of a startup, adds value to this seminar. Khairul Adip's experience in the business world inspires the participants to be more passionate in developing their business. The speaker will also share practical tips to increase the attractiveness of products in the eyes of consumers through social media. This seminar is expected to be a networking event for participants to share experiences and build relationships that are useful for future business development. Furthermore, this seminar discusses how to increase sales and

build strong and sustainable branding, so that MSME players in Pidodowetan Village can increase the competitiveness of their products in an increasingly competitive market.

This seminar was held on August 8, 2024 at the Balai Pidodowetan Village, a strategic place for MSME players to gather and gain new knowledge. The seminar was carefully designed to meet the practical needs of small entrepreneurs in developing their businesses in the increasingly competitive digital era. The material presented not only covered how to brand products, run a business, and do marketing, but also emphasized the importance of motivation and mindset in entrepreneurship. Experienced presenters shared insights on building a strong brand, as well as how to utilize social media as a marketing tool and effective strategy in managing a business. The use of social media as a digital marketing platform was highlighted, with a focus on optimizing Instagram, Facebook, and WhatsApp for efficient product promotion. In addition to receiving materials, participants were actively involved in interactive open discussion sessions, asking questions directly to the presenters, sharing experiences, and seeking solutions to their business challenges. The enthusiasm of the participants was very high, as seen from the many questions and participation in the discussion, indicating that this seminar really answered their needs and is expected to have a positive impact on the development of MSMEs in Pidodowetan Village.

The sustainability of this program is the main focus after the seminar, with the hope that the knowledge and insights gained can have a long-term impact on the community of Blimbing Village. This program is designed not only as a one-time activity, but as a first step to encourage entrepreneurial spirit among the community, especially in the face of increasingly fierce competition in the digital era. With knowledge on how to start a business, run a business with effective strategies, and do proper marketing, the community is expected to be able to develop their business even with limited capital. In addition, this program also aims to shape the mindset of resilient and innovative entrepreneurs, who are open to the use of technology and social media as powerful marketing tools. The utilization of digital platforms such as social media is a necessity that must be adopted by every entrepreneur to increase the competitiveness of their products, both in local and global markets. The sustainability of the program also involves follow-up coaching, where seminar participants can continue to receive guidance from experienced instructors and mentors. This support is expected to help them overcome challenges in implementing what they have learned. With such a supportive community, the entrepreneurial spirit in Blimbing Village is expected to flourish, driving stronger and more sustainable local economic growth, building a solid foundation for a brighter future for the local community.

In closing, the success of this program is not only measured by how much knowledge the participants have absorbed, but more importantly how they are able to implement the knowledge in real life and the business world. Through this seminar, the people of Blimbing Village have been given a strong foundation to start and grow a business, utilize social media, and implement digital marketing strategies to achieve success. However, this journey has only just begun; this seminar is the first step of a transformation that will hopefully bring positive and sustainable change to the entire community. With the new spirit that has been instilled, the community is expected to not only move forward in developing their businesses, but also become pioneers of change in the surrounding environment. Effective utilization of digital technology can open up greater opportunities, both for individual income generation and overall local economic growth. Every small step taken after this program will contribute to the achievement of a bigger goal, which is the creation of an economically independent and competitive community in facing global challenges. Commitment to continuous learning, innovation, and mutual support among residents are the main pillars in realizing sustainable economic growth and shared prosperity. This program is expected to be a catalyst for the birth of a new generation of entrepreneurs who are adaptive and relevant in a dynamic market. Let us make this program the beginning of a big change, where the people of Blimbing Village are able to stand tall with successful businesses, advanced technology, and a strong spirit of togetherness, the beginning of a long journey towards a brighter and more sustainable future for all of us.

4. CONCLUSIONS

The marketing digitalization seminar held in Pidodowetan Village has successfully provided a strong foundation for MSME players in developing digital marketing strategies. This program focuses not only on knowledge transfer, but also on practical implementation and the formation of a strong entrepreneurial mindset. Program sustainability is key, with continued coaching and the formation of a mutually supportive community. Long-term success will be seen in the participants' ability to apply the knowledge gained, utilize digital technology effectively, and contribute to local economic growth. This program is expected to be a catalyst for the birth of a new generation of adaptive and competitive entrepreneurs, encourage economic independence, and create a brighter future for the people of Pidodowetan Village.

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