The Capacity Building of Smes in Semanu, Gunung Kidul Through Digital Marketing Socialization and Training

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ABSTRACT

Purpose - This community service aims to socialize and train appropriate Digital Marketing strategies for SMEs in Padukuhan Pragak, Semanu Gunung Kidul, to increase competition and adaptive capacity.

Methods - Participatory Rural Appraisal (PRA) is used in community service to develop the community's potential.

Result and discussions - Numerous potentials must be developed; this service process is divided into three stages: pre-implementation, implementation, and evaluation of the service program managed to carry out.

Conclusion - Avoid being stuck in one's comfort zone by constantly innovating in products, distribution channels, various marketing networks, increasing knowledge, and being active in charitable contributions.

Keywords: Digital marketing, community service, participatory rural appraisal

INTRODUCTION

Because of the current rate of change, all aspects of life must adapt more quickly, particularly the economic aspect in the age of digitalization. With a technological infrastructure network that focuses on customer needs, the advancement of digitalization can shorten the distance in communicating even without limits and minimal obstacles. Digitalization cannot be avoided by business actors who are unfamiliar with small or large-scale businesses, all of whom must be able to follow digital developments or even become digital support developers by developing various applications to support accelerated adaptation. Previously, Hadi & Sunyoto (2021) and Hidayati et al. (2022) stated that uncertainty is inevitable in change.

The impact of rapid changes in the digital environment affects all levels of business in Indonesia, particularly small and medium-sized enterprises (SMEs) in Padukuhan Pragak, Semanu, and Gunung Kidul. For example, catering, flower buckets, processed peanuts, selling household furniture, grocery stalls, and other SMEs can be found in Pragak Padukuhan. Because SMEs' readiness to face this change was unimportant previously, the impact was felt by SMEs with a continuous decline in sales. If this readiness is not allowed, Pragak Padukuhan will face economic failure, so various parties must intervene to assist in adapting — in particular in increasing traffic and managing customer need-based businesses, as well as using various digital media, which are currently the main alternative to displaying our products at the national level. Not only that, but
the content creation process is also a strategic requirement because if the traffic is high, but the content is uninteresting, consumer confidence will suffer, and they will not purchase the product.

With these various needs and problems, it is necessary to socialize and train the appropriate Digital Marketing strategy for SMEs in Padukuhan Pragak. As a result, it can boost competition and the adaptability of Padukuhan Pragak SMEs' business actors to changes in the external environment and strengthen digital marketing in long-term circumstances.

METHOD

Participatory Rural Appraisal is the method used in community service (PRA). This PRA method is frequently used to develop the community's potential by identifying problems first by the community and alternative solutions to overcome these problems, so this method focuses on problems from the community and for the community itself. This community service was attended by 19 business actors from the Pragak hamlet and carried out at the Semanu Village Office in Gunung Kidul. The three stages of service activities include pre-implementation, implementation, and evaluation.

Each participant who participated in this activity during the pre-implementation stage was profiled. Then during the implementation stage, it is necessary to carry out activities corresponding to social commerce and digital marketing, which focus on increasing traffic into the business, followed by FGD (Focus group discussion) to map development issues towards digitalization and the best solution to achieve a common goal. Finally, the evaluation stage is used to assess the level of success of the service activity program.

RESULTS AND DISCUSSION

Semanu Village has a diverse range of business actors, including catering, household furniture, flower buckets, processed nuts, wood, grocery stalls, etc. However, the findings revealed that the majority of these SME business actors faced a variety of challenges, particularly in marketing their products through digital platforms such as Shopee, Lazada, Tokopedia, Bukalapak, and Tiktok Shop, as well as the use of digital ads such as Google Ads, TikTok Ads, Facebook Ads, and Instagram Ads. The modern era requires that all aspects of business lead to a platform (Hadi et al., 2022) that at least can keep up with changing consumer needs, allowing business actors to continue to exist and grow. Figure 1 shows an example. All participants and the community service implementation team can be seen taking a group photo.
The Semanu village hall facilitates the implementation of this activity so that all network facilities and access are easy to reach because it is directly opposite national road III, as shown in Figure 2. These supporting facilities and human resources provided by the Semanu Village apparatus, Gunung Kidul Regency, are critical in accelerating the transformation of knowledge and discussions.

Aside from being known for its abundant natural resources, such as beautiful beaches, charming mountains, and abundant agricultural products, the village of Manu has the closest access to the sub-district capital, which is approximately 1 kilometer away. There are 19 hamlets, 47 RWs (next-to-lowest-level administrative units), and 134 RTs (Neighborhood Heads) (https://semanu.gunungkidulkab.go.id/profil/profil-kecamatan).

**Pre-implementation**

Before the training, business actors were recorded as they owned business profiles and conveyed the intent and purpose of the service activities performed, resulting in a joint goal alignment. In addition, changes in the external environment, which is currently beginning to change rapidly based on customer needs, are also conveyed during pre-implementation. As a result, the speed of digital transformation is a top priority for today's businesses to survive and grow by combining social commerce and e-commerce with various free platforms.
Furthermore, this pre-implementation explains various tricks and tips that anyone can do with the help of a simple application, namely CAPCUT. It does not require a graphic design expert to create exciting content for its use. With just one tap, it can achieve professional-level results. Furthermore, social media features that can be used as promotional media efficiently and accurately are introduced. Therefore, participants can distinguish between where to advertise and where to socialize using digital media. Finally, participants can attend and follow a series of programs carried out by the service team, as shown in Figure 3.

![Figure 3. Participants who attended the Community Service Program](image)

**Implementation**

The implementation begins with the introduction of social commerce and digital marketing via e-commerce platforms such as Shopee, Lazada, Tokopedia, Bukalapak, and TikTok shop, which focus on increasing traffic to businesses owned by all participants. The FGD (Focus group discussion) was then used to map development issues toward digitalization and the best solutions to achieve common goals. After the FGD, the participants were delighted and enthusiastic because they could present problems and ideas for solutions and the best way to do it. Finally, the service team and village officials worked together to prepare facilities and infrastructure to support the practice of visualizing e-commerce. Figure 4 shows the service team presenting the material, and Figure 5 depicts the service team on duty in Semanu village.
Figure 4. The Community Service team presents the material.

Figure 5 shows the Community Service Team on duty in Semanu village.
During the e-commerce technology visualization session, most participants had not taken advantage of and were unaware of the process flow and the best techniques for engaging in e-commerce. Through this opportunity, we hope to provide a comprehensive understanding as well as tasks that can be completed at home so that this service’s effectiveness can positively impact increasing traffic in every business carried out by SMEs in Semanu. Furthermore, following the Semanu village program, there will be a digital business center that will later be able to accommodate all people who want to learn and develop their business and can use the village’s facilities. As a result, in the future, this service program will continue to provide breakthroughs and appropriate and sustainable assistance under the SDGs concept (sustainable development goals). The critical points in this implementation process can be used as a guide in running a business, namely:

a. First, stay out of your comfort zones.
b. Continue to innovate with new product breakthroughs, but concentrate on one category.
c. Do not overspend; instead, use some of your profits to strengthen your capital.
d. Set aside funds for unexpected opportunities/opportunities.
e. Gradually advance from your previous position.
f. Finally, be grateful to God and remember to share alms with others.

Evaluation

Community service activities in Padukuhan Pragak, Semanu, and Gunung Kidul have been carried out successfully following the programs. The socialization and training of e-commerce technology were one of the programs that were successfully implemented. This community service has also received praise from various parties, including the Pragak village head and Semanu village secretary, community leaders, Semanu village youth, and all participants. Some obstacles deal with the delay in the start of the activity because participants are late in addition to internet network problems. After all, all participants use the Wi-Fi network in the village hall, so, naturally, the network is slow, but specifically for the service team using a private network, it is still sufficiently fluent in visualizing power points and platforms during the presentation and FGD process. Therefore, the obstacles that arise can be resolved relatively quickly and do not reduce the success of this service process.

CONCLUSION

Residents, particularly business people, have benefited from community service activities in Pragak Padukuhan, Semanu, and Gunung Kidul. Business actors can begin to adapt to using the marketplace platform and social media through the e-commerce socialization and training program provided. Only 10% of attendees could not operate digital platforms due to a lack of gadgets. Because we should serve the community, the community service team will continue to monitor developments and be ready to provide input through both online and offline media. In addition, we encourage people to escape out of their comfort zones and innovate in terms of products, distribution channels, various marketing networks, and increasing knowledge because without it, all businesses will struggle to develop, and finally, SMEs in Padukuhan Pragak, Semanu, Gunung Semanu, and Gunung Semanu. We also encourage Kidul to give charity so that it will be blessed and can benefit others.
REFERENCE


