

## Digital Marketing Training and Increasing Human Resource Management Motivation for Bangunjiwo Youth, Bantul Regency

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### ABSTRACT

**Purpose** - This community service aims to MSMEs actors can implement digital marketing into their businesses, increase literacy and skills through lectures and training on Digital Marketing as a new means of developing MSMEs and motivate the importance of developing the quality of human resources through entrepreneurship.

**Methods** - training and lecturing

**Result and discussions** – The result is a better understanding of digital marketing and strengthening HR motivation. The object is young people in the villages of Sribitan, Bangunjiwo, Kasihan, Bantul. Providing donations to provide space, providing information to participants in community service program activities and providing information on the description/condition of entrepreneurship in the partner environment.

**Conclusion** - The Community Service Program is aimed at people who are interested and are starting a business, but still lack literacy, skills and knowledge about promotion through digital marketing. Thus, product sales to MSMEs are still relatively small and the scope is small. So it will produce new, competitive MSME players who create interesting content to display in their marketing in cyberspace.

**Keywords:** *digital marketing, human resource motivation, MSME.*

### INTRODUCTION

Based on Indonesian Act (UU) Number 20 of 2008 concerning Micro, Small and Medium Enterprises, the terms of micro enterprises included: enterprises which has the most net worth IDR 50,000,000.00 (fifty million rupiah) excluding land and buildings for business premises or has the most annual sales results IDR 300,000,000.00 (three hundred million rupiah); small enterprises meaning enterprises which have a net worth of more than IDR 50,000,000.00 (fifty million rupiah) up to a maximum of IDR 500,000,000.00 (five hundred million rupiah) excluding land and buildings where the business is located or have annual sales of more than IDR 300,000,000.00 (three hundred million rupiah) up to a maximum of IDR 2,500,000,000.00 (two billion five hundred million rupiah); and medium enterprises meaning enterprises which have a net worth of more than IDR 500,000,000.00 (five hundred million rupiah) up to a maximum of IDR 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises or has annual sales revenue of more than IDR 2,500,000,000.00 (two billion five hundred million rupiah) up to a maximum of IDR 50,000,000,000.00 (fifty billion rupiah) (UU No. 20 Tahun 2008, 2008).

The empowerment of MSMEs have create huge impact in strengthening economics in Indonesia. The better and more MSMEs there are the better the economic growth and reduced

unemployment, with the establishment of MSMEs make it easier to improve community welfare (Aliyah, 2022). MSMEs have an important role in creating jobs, driving economic growth and improving people's welfare, improving the MSME sector has great potential to have a positive impact on community welfare (Vinatra, 2023). Data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenkopUKM) shows that in 2018 there were 64,194,057 MSMEs in Indonesia (or around 99 percent of the total business units) and employed 116,978,631 workers (or around 97 percent of the total workforce in the economic sector) (David & Mukuan, 2021).

Many MSMEs created by students still experience difficulties in obtaining large amounts of capital from various parties, managing their finances effectively, from limited relationships to knowledge of how to obtain large capital to support production and easy financial management which many MSMEs often experience. This causes MSME players to give up on developing their businesses to become more competitive both in terms of product innovation, packaging and expansion business. The importance of literacy and training on how to obtain large capital and manage finances effectively or according to their needs will have a positive influence in changing the Mind Set of entrepreneurs regarding the sustainability of MSMEs. The way to minimize this is by providing knowledge/literacy and training about Innovative Performance of Human Resources as a New Means for MSME Development. Apart from that, the large number of market competitors and attractive marketing methods that also reach all groups means that MSMEs must be selective and targeted in marketing their products. To this day, there are still many MSMEs who do not understand how to market their products so that they can be recognized and purchased by the public. The way to find out what strategy to use to gain market share is by knowing the digital marketing trends that are widely used by the public so that you can reap profits according to the goals of MSMEs. Apart from that, marketing via this digital platform is quite easy, economical and effective if executed properly. Therefore, it is very important to provide literacy knowledge and training about Digital Marketing Trends as a New Means for MSME Development.

## **METHOD**

The activities carried out are in the form of training and lectures on Digital Marketing as a New Means for MSME Development. Training materials tailored to the needs of student MSMEs so they can answer various problems to improve entrepreneurial and promotional skills. In the preparation stage, this service team carried out several activities, in including coordinating with participants through distributing training invitations Digital Marketing as a New Means of Development for MSMEs ABDIMAS MANDIRI targets. The next step is preparation for manufacture module for Innovative Performance of Human Resources and Digital Marketing as New Means for MSME Development with detailed material as follows:

**Table 1. Training Material Topics**

<b>Topic</b>	
<b>Pre Test</b>	
Topic 1	Innovative Performance of Human Resources as a New Tool MSME Development
Topic 2	Digital Marketing as a New Means for MSME Development.
<b>Post Test</b>	

To measure the level of success of this service activity, participants given a pre-test questionnaire (before) training and a post-test questionnaire (after) training in the form of an online

questionnaire containing ability testing tests information literacy. This stage is intended to determine literacy skills information about training participants. Based on the answers to the questionnaire, changes in the participants' abilities were seen before and after attending training. Apart from that, as a process assistance, evaluation will be provided on an ongoing basis regarding implementation in MSMEs.

## RESULTS AND DISCUSSION

In today's digital era, business competition is very competitive. Many MSMEs have experienced a decline in income and have closed their businesses, because they cannot compete with promotions through digitalization. Especially if you don't have knowledge about digital marketing, where there are more and more similar companies. For now, if your company doesn't do digital marketing, it can also have quite a big impact on MSMEs.

Current technology continues to develop and the benefits of using the internet are felt by its users to the point of dependence on the internet. Where advances in digital technology are inevitable in today's life. In this way, Micro, Small and Medium Enterprises (MSME) activities utilize information technology to run their business. By creating innovation to provide positive benefits, provide convenience and as a new way to carry out activities for human life today. In the field of technology, society has certainly enjoyed the many benefits brought by the innovations that have been produced in the last decade. The benefits of the internet are increasingly felt by its users, for example internet marketers, bloggers, bloggers, and now there are online stores that increasingly have a place in the eyes of consumers who are looking for the products they need.

Many MSMEs are required to understand digital marketing due to the large number of online stores that are more attractive to customers so that the reduction in customers coming to the location directly, the lack of knowledge about digital marketing trends, and the Innovative Performance of Human Resources make entrepreneurs lack innovation in entrepreneurship. The definition of digital marketing according to Kotler & Keller (2016) is promotional activities carried out for a brand or products using electronic (digital) media. Its presence has had a significant impact on human life in various aspects and dimensions. Likewise, the innovative performance of human resources influences the development of MSMEs. With performance that has the potential to create new innovations to produce products or services that are in demand by many customers. With digital marketing, offline stores are also required to learn knowledge and skills about innovation in sales by utilizing digital technology.



Figure 1. Digital Marketing Presentation

## **KINERJA INOVATIF SUMBER DAYA MANUSIA**

Dr. Didik Subiyanto, M.M

### **Human Capability**

Dalam *review* teori *Resources Based View* (RBV) atau pandangan yang berbasis sumber daya perusahaan (RBV), sumber daya manusia telah menjadi kajian yang luas dan menjadi focus bagi praktisi dan akademisi. Alasan mendasar dari pentingnya pengelolaan sumber daya manusia adalah adanya bukti kuat dari beberapa kajian empiris. Beberapa kajian terkait peran sumber daya manusia, seperti (Roxas & Chadee, 2011) mengutarakan perkembangan yang lebih baru dalam studi sumber daya tidak berwujud dan hubungannya dengan keunggulan kompetitif yang berkelanjutan adalah konsep modal sosial yang bersumber dari sumber daya manusia.

Kemampuan pemecahan masalah berarti sikap dan kemampuan untuk menangani masalah dari pekerjaan yang menjadi tugas dan tanggung jawab oleh seorang karyawan. Solusi dan kontribusi karyawan dalam memenuhi tuntutan persaingan bisnis, tuntutan pasar yang dinamis, kemudian kemajuan teknologi akan menjadi tenaga yang sangat diperlukan oleh organisasi dalam meraih keunggulan bersaing dalam jangka panjang.

**Figure 2. Innovative Performance of Human Resources**



**Figure 3. Lecturing Session**




**Figure 4. Training Session**



**Figure 6. Motivation Session**



Figure 7. Bangunjiwo Youth, Bantul Regency


 KULIAH KERJA NYATA (KKN) TEMATIK UST  
 "DEWANTARA MUDA MENGABDI BAGIMU NEGERI"  
 LP2M UST  
 UNIVERSITAS SARJANAWIYATA TAMANSISWA YOGYAKARTA  
 PADEPOKAN 36  
 Di: Sribitan, Kel. Bangunjiwo, Kec. Kasihan, Kab. Bantul, DIY 55184

**DAFTAR HADIR**

Hari/Tanggal :  
 Kegiatan :

No.	Nama	Alamat	No. HP	Tanda Tangan
1.	Rayya	sribitan		1.
2.	Akum	sribitan		2.
3.	Fauza	Sribitan		3.
4.	Nabila	Sribitan		4.
5.	Zahra	Sribitan		5.
6.	Sheryly	-11-		6.
7.	Iskita	11		7.
8.	Raul	Sribitan		8.
9.	Cahyo	11		9.
10.	ABI	-11-		10.
11.	REVANDY	Sribitan		11.
12.	Bagas	-11-		12.
13.	Erum	Sribitan		13.
14.	Cartha	-11-		14.
15.	Judea	-11-		15.
16.	+10	-11-		16.
17.	Rafel	-11-		17.
18.				18.
19.				19.
20.				20.

Figure 8. Attendance List

## CONCLUSION

This activity held on Saturday, February 11 2023 starting at 19.30. This activity was attended by around 17 young men and women in Sribitan Village, Bangunjiwo, Kasihan, Bantul. These activities provide benefits to students to be optimistic in developing MSMEs, to improve skills and Literacy about “Digital Marketing Training and Increasing Motivation Human Resource

Management for Bangunjiwo Regency Youth Bantul”. The solution to the MSME/Student Entrepreneurship problem is improving entrepreneurial skills and literacy through Digital Marketing as a new means of developing MSMEs.

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