

## Digital Marketing as an Effort to Increase Sales of MSMEs in Bandung Regency

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### ABSTRACT

Through the growth of digital marketing and creative economy-based enterprises, this International Community Service (PKM) project seeks to increase the competitiveness of Micro, Small, and Medium Enterprises (UMKM) in Bandung Regency. Using digital platforms like social media and marketplaces, this program teaches participants about product creation, digital marketing tactics, and company branding. According to the activities' outcomes, MSME actors' knowledge and proficiency have significantly increased, as evidenced by a 50% rise in sales. In order to foster the growth of a sustainable creative economy, this program highlights the significance of cooperation between educational institutions, the government, and the community. Regular training of this kind is anticipated to fortify the technology-based MSME ecosystem.

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## **INTRODUCTION**

One aspect of human life that is extremely quick and entertaining is the business world based on creative economics. Even if traditional business practices are still used, the advancement of the Industry 4.0 and Society 5.0 eras has resulted in significant changes to how people work and interact. This era is characterized by the integration of digital technology into several aspects of daily life, including business. Not only does business serve as a tool to meet human economic needs, but it also serves as a catalyst for innovation and creativity. As a social entity, humans require a stable foundation for adaptation to modern technology, which is becoming increasingly important (Sri Yulianti et al, 2022).

The evolution of information technology has altered how society goes about its everyday business. The primary channels for commercial transactions and communication are now the internet and electronic media. Despite the fact that not all business actors possess sufficient understanding of digital marketing, this trend indicates that an increasing number of businesses are beginning to use the internet as a medium to market their products. Digital marketing is a marketing strategy that efficiently reaches a larger audience by utilizing digital media (Sulaiman Helmi, 2023). Tekanan kompetitif dalam dunia bisnis mendorong para pelaku usaha untuk beralih dari pemasaran tradisional ke pemasaran digital yang lebih efisien dan menjangkau audiens yang lebih luas (Solihin et al., 2021).

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Social media's primary applications include employee communication, open interaction, showcasing research, public marketing, concepts and promotions for unused products, consumer advantages, and popular administration (Nadya et al, 2024). achieving the success of new product launches in the contemporary period. SMEs typically lack the necessary resources to prosper in a fiercely competitive market and the shift in data usage brought about by social media. In the end, SMEs must learn how to communicate with their clients on social media(Lia Febria Lina, 2020).

Those who are well-versed in finance can also steer clear of financial issues. Financial troubles are not solely caused by low income levels; they are typically the consequence of poor management, including credit abuse, or a lack of financial aptitude or a strategy. Financial constraints can lead to mental strain, tension, and low self-esteem (Choerudin et al., 2023). Therefore, MSME owners can profit from the application of financial knowledge and skills in their economic success by meeting their financial obligations through effective financial planning. In this scenario, a large number of MSME actors are progressively getting better and carrying on with their business as usual. Many of them, meanwhile, no longer have a strong and recognizable brand identity or

public recognition (Kasman et al, 2023). In this instance, it will undoubtedly result in fewer customers with purchasing power because the brand is a crucial component of marketing success.(Hidayani, N., & Arief, 2023). A decline in the community's purchasing power will have an impact on SMEs' revenue. Business marketing is growing more and more with the use of modern technology, and the internet's existence as a communication tool offers numerous advantages to its users, including digital branding and methods for promoting the brands of entrepreneurs who have not yet recognized the significance of branding (Rizki et al, 2023).

Bandung has a lot of potential to grow its creative economy sector as a member of the UNESCO Creative Cities Network (Olivia Delanova, 2019). Several stakeholders must promote this acknowledgment, notably by funding the creation of design centers, creative places, and more accessible transit. Effective marketing techniques are also required to raise Bandung's innovative products' profile in both domestic and foreign markets (Salsabila, 2023). In an attempt to promote resilience and the expansion of a creative economy, the Bandung City government created Regional Regulation Number 3 of 2019 with goals for establishing Co-Working Spaces in every district and energizing the creative economy subsector (Sugeng et al, 2024).

Actors in the creative sector still confront a number of difficulties, though. Many entrepreneurs still rely on traditional marketing because of a number of issues, including a lack of knowledge about digital media promotion strategies (Mohamad et al, 2022). Moreover, product innovation is frequently conducted without sufficient pre-research, which means that the offered goods could not always satisfy customer needs (Zainal Abidin et al, 2024). Business development is also hampered by structural issues in organizational management, such as work division and inefficient organizational structure (Nur et al, 2023).

To succeed in the face of global competition, businesses must innovate in a number of areas, including marketing, organization, procedures, and goods (Maudiarti et al, 2024). To grow their markets, businesses also require training in digital marketing and access to alternative funding sources (Sulaiman Helmi et al, 2024). In this instance, implementing digital technology offers significant chances to improve competitiveness, particularly in the MSME sector that relies heavily on creativity(Sulaiman Helmi, et al, 2024), (Rivani et, 2022). Innovation is essential for SMEs that rely on technology and creativity to become more competitive in the cutthroat internet marketplace (Varotsis, 2022). Creative entrepreneurs in PPKRBJB can enhance areas that are still deemed inadequate, like marketing, product performance, and creative thinking abilities (Putra et al, 2023).

The MSME sector in Bandung Regency contributes significantly to the expansion of the creative economy. However, using digital technology, particularly in product marketing, presents difficulties for many MSME actors. Programs like "Digital Business Literacy and Product Diversification Enhancement" have been introduced as part of the Community Service (PKM) initiative to address these issues. Enhancing entrepreneurs' understanding of how to effectively market items through digital channels is the goal of this program. Shopee Live training is one example, which effectively taught MSME performers how to use digital platforms to reach a wider audience (News, 2024).

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Numerous mentorship and training initiatives have produced noteworthy outcomes. For instance, UKM Indonesia.id's online class coaching program effectively used digital marketing to boost MSME sales by as much as 50%. This demonstrates that MSMEs can attain better outcomes in terms of raising income and broadening their market reach when they employ technology appropriately (Indonesia, 2024). Businesses are now able to better understand customer needs, forge closer bonds with clients, and increase the effectiveness of distribution and sales thanks to technological improvements. When compared to conventional marketing techniques, digital marketing has emerged as a more affordable, effective, and efficient option. Digital channels like websites and social media allow business owners to reach a larger audience at a lesser expense (Rosdiana, et al, 2022).

The Bandung City administration can better understand the needs and desires of the community and make sure that the ensuing tourist policies represent shared interests and accomplish sustainable tourism development goals by enhancing community engagement (Kurniati et al, 2023). It is intended that the city of Bandung's creative economy ecosystem may continue to grow through cooperation between the government, educational institutions, and the community. With the correct assistance, MSME actors can not only meet the challenges of the digital age, but also sustainably boost the creative economy's competitiveness.

## IMPLEMENTATION AND METHODS

Lecture, training, and stimulation techniques are used to carry out this community service project.

The following are the actions that will be taken.

- a. The majority of MSMEs still face business infrastructure constraints, such as limited production spaces and inadequate production equipment, according to observations made at the MSME locations in Bandung Regency. Additionally, MSME actors face significant obstacles in obtaining raw materials and distributing their products.

The Bandung Regency's Bappelitbangda performed research that revealed a number of issues MSMEs confront, such as:

- Business infrastructure: A lot of MSMEs still struggle with issues like outdated machinery and insufficient production facilities.
- Access to Capital: One of the biggest barriers to the growth of MSMEs is having trouble finding financial sources.
- Marketing and Promotion: MSME products are less well-known to the general public because to a lack of marketing skills and insufficient promotion.

Furthermore, the study emphasizes how crucial it is for communities, academia, the government, and the media to work together in order to support the growth of MSMEs by offering integrated information, conducting research and development, expanding access to funding, and digitizing MSMEs.

- b. Interview The instructor conferred with a number of MSME actors in Bandung regarding the content of the extension in order to streamline its delivery.

Interviews with MSME performers in Bandung Regency showed a number of difficulties they encounter, such as:

- Business Management: A lot of MSME actors still lack strong managerial abilities, particularly when it comes to operational and financial management.
- Technology Utilization: Information technology, including digital marketing and digital-based financial systems, is not used to its full potential in company activities.
- Market Access: The expansion of MSMEs has been hampered by challenges in reaching a larger client base and growing the market.

According to this research, in order to increase competitiveness and productivity, MSMEs must improve their capacity and quality through cross-sector collaboration, integrated information providing, and digitization. (Bajuri, 2024).

- c. Training, Counseling, and Guidance Following the completion of observations and interviews, the training activities got started right away. In order to support the community service activities, the Team Leader assembled a team to handle the training requirements. The theme will be introduced by the team. In addition to playing a part in the community service projects, each team member will also be given the authority to teach throughout the activities.

## RESULTS AND DISCUSSION

An International Community Service Program (PKM) has been put in place by Universitas Bina Darma Palembang, with an emphasis on digital marketing and the growth of creative economy-based enterprises for MSME actors in Bandung Regency. Through the optimization of digital technology in marketing and business management, this initiative seeks to increase SMEs' competitiveness.



**Figure 1. Community Service International Collaboration**

Bina Darma University teachers frequently engage in community service projects to enhance the capabilities of micro, small, and medium-sized businesses. The focus of their community service project, which they conducted in conjunction with Bandung Regency, was “Strengthening the Quality of MSMEs Towards a Halal and Green Economy”.

The training exercises given to the creative economy MSME actors in Bandung Regency by Dr. Sulaiman Helmi, MM., CMA, a lecturer in Bina Darma University's Master of Management Program, will develop into a long-term partnership to raise awareness of the value of information technology use and digital marketing management in business operations.



**Figure 2. Training activities for creative economy MSME actors in Bandung Regency**

Digital marketing is a marketing strategy that promotes goods and services through digital technology, including the internet, social media, search engines, and other digital platforms. Compared to traditional marketing strategies, digital marketing seeks to reach a larger audience more effectively and efficiently.

The primary elements are SEO to increase website visibility, SMM to develop the brand on social media, content marketing to produce valuable content, email marketing to cultivate customer relationships, and PPC, which enables advertisers to only pay for actual results, such as clicks. Digital marketing has several benefits, such as cost effectiveness, worldwide reach, real-time result tracking, and improved market segmentation. However, there are also drawbacks, including algorithm updates, fierce rivalry, the requirement for high-quality content, and privacy concerns. Due to the widespread use of social media and the internet, implementation in Indonesia has a lot of promise, but local consumer behavior must be adjusted.

Bandung City's economy depends heavily on SMEs, especially in the creative economy. Being a member of the UNESCO Creative Cities Network, Bandung City has a lot of potential to grow its economy around innovation. SMEs' greatest obstacle, meanwhile, is adjusting to digital technologies and putting digital marketing into practice. For SMEs, the biggest barrier to increasing their market reach and raising the competitiveness of their products is frequently a lack of knowledge and expertise in digital marketing.

A number of Community Service Programs (PKM) have been created to assist Bandung Regency's MSME actors. The Creative Economy PKM group's "Digital Business Literacy and Product Diversification Improvement" course is one of the significant programs. The goal of this course is to equip MSME actors with digital marketing knowledge and abilities. Using digital channels such as Shopee Live to boost product sales is one example. Additionally, this program teaches participants how to use marketplaces, social media, and other digital marketing platforms to increase the visibility and attractiveness of their products.

The outcomes of different mentorship and training programs demonstrate a noteworthy influence. For instance, UKM Indonesia.id's coaching program effectively used digital marketing to boost sales by as much as 50%. In order to make the offered products more relevant to customer needs, UMKM actors are also starting to recognize the value of conducting market research prior to product innovation.

Additional information is also provided by the training that the Bandung Regency Cooperatives and SMEs Office organized, including topics like website development, SEO, and content design. Through this program, MSME players can more effectively compete in both domestic and foreign markets.

Digital marketing is becoming a crucial part of the growth of companies in the creative economy. In contrast to traditional marketing, digital marketing enables business actors to reach a larger market at a lower cost, develop stronger relationships, and gain a deeper understanding of customer demands. The primary instruments in this strategy are websites, marketplace platforms, and social media. Digital marketing gives SMEs the chance to increase their products' visibility and competitiveness in the global market by making them easier to reach.

There are still issues even if a few of programs have shown encouraging outcomes. Understanding and successfully implementing digital marketing strategies continues to be a challenge for some entrepreneurs. In order to guarantee that MSME actors can keep improving their abilities, the PKM program's sustainability is crucial. Community-based strategies, such discussion boards and co-working spaces, can also facilitate the exchange of information and experiences among business owners.



Figure. 3 Rewarding the International Collaboration Community

## CONCLUSIONS AND RECOMMENDATIONS

In the city of Bandung, MSME players have benefited from the PKM operations carried out by Bina Darma University Palembang. This training improves marketing abilities, digital literacy, and comprehension of product advances that are pertinent to consumer demands. By implementing digital marketing tactics, MSME actors can expand their market reach and improve their competitiveness. Additionally, this training supports Bandung City's aim to become one of the world's creative cities, where the growth of the creativity-based economy is given top priority.

1. For MSME players to receive ongoing support, periodic activities such as this PKM are necessary.
2. Training materials must to be updated frequently to reflect developments in digital marketing and technology.
3. The community, government, and educational institutions must work together more effectively to support MSMEs' overall development.
4. It is advised to create a digital platform that makes it easier to market and promote MSME goods in a more coordinated way.

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