Optimization of Community Products in Sukawarna Urban Village Through Digital Marketing Implementation and Website Development

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Abstract. This means that in the digital marketing world, it discusses many things such as IT, social media, trends, netizens, business, advertising, and so on. Technological progress is a clear manifestation that consumer behavior has now shifted. The needs and desires that will be obtained are more practical and faster, as if it is becoming a trend in the society of "nowadays". Society's need for information and the desire to be recognized as human beings are not ancient. Technological growth is increasing rapidly along with the availability of smartphones at affordable prices. Business opportunities in the virtual world described above should be explored and entered by various community businesses, even in small and micro scales. Including community businesses in Sukawarna Village which are engaged in small and micro medium enterprises (MSMEs). The purpose of implementing this community service activity is to increase the insight and competence of micro and medium entrepreneurs in Sukawarna Village in order to increase their insight into digital marketing.

Abstrak. Dalam dunia digital marketing membahas banyak hal seperti IT, sosial media, trend, netizen, bisnis, periklanan, dan lain sebagainya. Kemajuan teknologi merupakan wujud nyata bahwa perilaku konsumen kini telah bergeser. Kebutuhan dan keinginan yang didapat akan lebih praktis dan cepat, seolah-olah sedang menjadi trend di masyarakat. Pertumbuhan teknologi semakin pesat seiring dengan ketersediaan smartphone dengan harga terjangkau. Peluang bisnis di dunia maya yang dipaparkan di atas harus digali dan dimasuki oleh berbagai komunitas bisnis, bahkan dalam skala kecil dan mikro. Termasuk usaha masyarakat di Desa Sukawarna yang bergerak di bidang usaha kecil dan mikro menengah (UMKM). Tujuan dilaksanakannya kegiatan pengabdian kepada masyarakat ini adalah untuk menambah wawasan dan kompetensi para pengusaha mikro dan menengah di Kelurahan Sukawarna guna menambah wawasan mereka tentang pemasaran digital.

INTRODUCTION

As a developing country, improving the quality of technology-based Small and Medium Industries (SMIs) in Indonesia must be encouraged. This is because they are one of the main drivers of the domestic economy in the midst of global economic conditions. Indonesia's e-commerce market in 2015 has reached 10 billion USD (for trade) and its growth in the next 3-4 years is expected to be close to 40%. " EMarketer data states that Asia Pacific will become the region with the largest B2C (Business-to-Consumer) sales through e-commerce in the world starting in 2014. eMarketer predicts retail sales in Asia Pacific will break the psychological figure of $ 1 trillion in 2017. The rapid growth of e-commerce is inseparable from the boom in online retail sales growth in three Asian countries with the largest population, namely China, Indonesia, and India.

The role of digital technology as a business enabler is so substantial in cutting transaction costs, driving efficiency and productivity, reaching markets, creating engagement with consumers, and sharing resources (Hanelt et al., 2017).

Digital marketing is a form of promotion program and search for market opportunities through digital media online by utilizing various means, for example, social media networks (Bala & Verma, 2018). Nowadays cyberspace is not only able to connect people with devices, but also to connect people with other people around the world. Digital marketing which usually consists of interactive and comprehensive marketing facilitates interaction between producers, market intermediaries, and potential customers (Kannan, 2017). In certain conditions, digital marketing is able to make it easy for businesses to monitor and provide all the needs and desires of potential customers. But on the other hand, potential consumers can search for and get information on products and commodities only by exploring the virtual world, thus facilitating the search process.

Digital marketing has a very broad scope. This means that in the digital marketing world, it discusses many things such as IT, social media, trends, netizens, business, advertising, and so on.

Technological progress is a clear manifestation that consumer behavior has now shifted. The needs and desires that will be obtained are more practical and faster, as if it is becoming a trend in the society of "nowadays".

Society's need for information and the desire to be recognized as human beings are not ancient. Technological growth is increasing rapidly along with the availability of smartphones at affordable prices (Gadzinski, 2018). Business opportunities in the virtual world described above should be explored and entered by various community businesses, even in small and micro scales. Including community businesses in Sukawarna Village which are engaged in small and micro medium enterprises (MSMEs). Sukawarna is a sub-district in Sukajadi District, Bandung City. Sukawarna Village has an area of 80 km^2 was established in 1985.

The development of information and technology is currently growing rapidly, almost all daily activities of all age categories cannot be separated from internet access (Zain & Febriantina, 2017). Education about Sukawarna products needs to be given training and workshops on the application of digital marketing strategies that can be implemented in each MSME by changing each marketing mix, namely product strategy, price strategy, place / distribution strategy and promotion strategy that can be changed from conventional media to digital media.

The community service team will create a website that functions to provide information on products and services in the small and medium-sized entrepreneur community in Sukawarna Village. The benefits that will be obtained through this website are high credibility, product and brand development, online marketing assisted by Search Engine Optimazation (SEO) which can increase knowledge of products, besides that the website owner can control and analyze what what people see and how consumers behave on the website, with the website it will be even more global.

Website has a very important role in the current digitalization era. Through the website, it is hoped that all information needed by the public can be accessed on the website (Prasanti, 2018). Based on the results

of interviews with the Sukawarna Village, it was found that the problem was that the website in Sukawarna Village had not been integrated with some of its supporting applications, so that users who wanted to access the website had to open several websites and applications that would make it difficult for them. With this problem, the team will integrate several applications and related websites to make it easier for users to access the website.

Based on the results of the interview with the Head of Sukawarna Bandung, there are several problems faced which can be described as follows. Low knowledge of owners about e-commerce (digital marketing), limited ownership of media / device usage for internet applications, and cost efficiency and time effectiveness in managing their business.

Population statistical data and types of products and information on business groups in Sukawarna village are not yet complete and updated. The database owned by the village has not been integrated with several population applications, so it cannot be updated automatically. And there is no website that contains MSME profiles in disseminating information education, especially about products produced by small entrepreneurs in the Sukawarna environment.

Empowering Woman of Family Welfarehave limited knowledge about food substitutes. The knowledge that is owned is hereditary information, meaning that knowledge about foodstuffs is still based on examples that have been made by the predecessors, not based on correct knowledge. Mastery of processing techniques is not in accordance with good processing standards. Various mistakes related to making food substitute innovations, especially rice and flour.

From the results of the partner situation analysis, as a form of the implementation of the Tri Dharma of Higher Education, we intend to hold community service activities with the theme: the application of digital marketing in order to optimize community products and develop websites in the Sukawarna village, Sukajadi district, Bandung.

METHOD

In accordance with the community service pattern which is problem solving, thorough and sustainable in economically productive societies which includes production, business management, and marketing, so that people can live economically and socially independently and are skilled in soft and hard skills. To solve product marketing problems in community groups in Sukawarna, we will use the digital marketing approach of Pinero-Otero and Martinez Rolan in their article on Understanding Digital Marketing - Basics and Actions (Otero & Rolan, 2016). Their approach is very comprehensive which is more technical in looking at online marketing issues.

They can see that the approach taken in online marketing can be done in several ways, namely: (1) E-commerce section explores different business models and what techniques are used for their development; (2) Web Search Marketing focuses on SEO and SEM, as well as in key word selection for optimization; (3) E-mail Marketing offers interesting content to develop a successful newsletter; and (4) Social Media Marketing addresses planning and the most important tools used to maximize communication through social media (Otero & Rolan, 2016).

Simply put, online marketing according to these two experts is how business actors develop e-commerce application models, use of keywords in search engines such as google, yahoo and others, use of email in marketing, and use marketing methods on social media to improve communication between business actors and consumer (Asis et al., 2020).

Figure 1: Online Marketing Strategy (Otero & Rolan, 2016)

This approach is expected to be able to answer marketing problems in business

groups in Sukawarna Village. In accordance with the problems faced by the partners, the approach used in this partnership program is by collaborating with many parties, especially the local government. Local government is very much needed in relation to policies and empowerment programs. Other institutions that will be involved are professionals engaged in creative economy businesses such as graphic design services, IT experts, photography and product design experts to guide partners on how to design and innovate their craft products. Other institutions are academics or consultants who focus on marketing. The role of academics and professionals in the marketing field will enrich the knowledge of partners in marketing their craft products in the market.

Data was collected through the focus group discussion method (FGD) with a two-way focus group format. According to O.Nyumba et al. (2018) a two-way FGD uses the format of two groups actively discussing a topic. An FGD is held where the moderator (service team) observes the course of the discussion while directing the FGD participants to discuss the issues raised.

The stages of implementing community service that have been carried out are: First collecting data, data is needed to get a picture of the existing conditions by conducting interviews and Forum Group Discussion (FGD) with the Head of the Village and the Head of the related fields (Harinie et al., 2020). The second are analysis, design, development, testing, and website documentation, building websites based on the designs that have been made. This stage is the stage for coding the program to build a website based on the design that has been made; testing the application to ensure all functionality is valid; and documenting the website to produce a manual for its use (Darnis & Azdy, 2019).

Third is socialization of the use of the application. This stage is carried out to train all users to be able to use the website and socialize it to interested parties. Fourth step are training and workshops, providing digital marketing strategy training for small and medium entrepreneurs in the Sukawarna village area. And the last step is providing knowledge about bread processing and patiseri science and training and assistance in the production of patiseri products as well as hygiene and sanitation.

RESULT AND DISCUSSION

Referring to the situation and problems faced by partners, our group proposes several alternative solutions which are expected to be useful for the Sukawarna Village Office in particular. The alternative solutions for the solutions are as follows.

Providing training and workshops aimed at optimizing partners in conveying information about the products produced by small and medium entrepreneurs. The resulting output is the application of science and technology. Based on this description, digital-based entrepreneurship training is very important, especially for micro and medium business entrepreneurs. Nowadays online marketing is a concern because it is proven that many successful entrepreneurs have succeeded through online marketing.

The output targets resulting from the implementation of this Community Service are: 1) Through training and workshops conveying information about MSME products so that public knowledge of MSME products is good, which is expected to increase sales; 2) Digital marketing information and education about MSME products is easier to obtain; 3) Increased quality, more diverse products; 4) Produce a Sukawarna urban village website that is integrated with several websites and applications to make it easier for users to use; 5) Produce an integrated and centralized website and database regarding MSME profiles in Sukawarna Village and complete and updated statistical data; 6) Writing scientific articles in the form of popular publications in online media; 7) Assistance by providing knowledge about bread processing and patiseri science; 8) Training on industrial sanitation in food product processing; and 9) Procurement of auxiliary tools in the processing of bread and puff pastry such as pans, pastry brushes and so on.

Partner participation and involvement is required at each stage, namely: as a resource in interviews to obtain data in the form of profiles of target communities in Sukawarna Village; problems faced by each

target community, both small and medium entrepreneurs in the Sukawarna sub-district itself and service units that exist within the scope of Sukawarna District and the functionality / feature requirements that an integrated website must have; as a verifier of all designs that have been made to ensure that all designs accommodate user needs; as a web-based application tester at the website testing stage to ensure that all functionality provided to users is valid. Testing is carried out using the User Acceptance Test (UAT) method; as a participant as well as an agent of change in the implementation / application of the website to ensure that all interested parties use the website as a means for data communication and product promotion; as a participant in marketing strategy development training for small and medium entrepreneurs and workshops on digital marketing information.

Implementing workshop results for small and medium entrepreneurs so that the products are more attractive and varied. The participation of partners is very enthusiastic with the implementation of the community service program implemented. Where there are several groups in the target partner location who are participants this community service program which also benefits from these activities.

To evaluate the implementation of the program, participants will be given a questionnaire regarding the benefits obtained after attending the training. Evaluation is carried out to ensure that all stages of the work method can be carried out and achieve the predetermined targets. Evaluation and feedback or input from target communities on community service activities that has been carried out can be seen in the below table 1.

Table 1. Activity Evaluation and Feedback

Activity Assessment Indicators	Weight
Activities appropriate with the aims	98,57%
Appropriate with target community	99,29%
Execution time relatively sufficient	98,57%
The presenters are friendly, fast and responsive to help during activity	99,29%
Expect the future community event	100%
Average	**99,14%**

The outputs resulting from this community service are: 1) The development of an integrated website in accordance with what the target community needs. This website has dynamic content that can be managed through a content management system; 2) Through digital marketing strategy training and workshops, it is expected to improve the skills of micro and small entrepreneurs in Sukawarna Village; 3) Increased knowledge and skills in processing patiseri products, hygiene sanitation, personnel, equipment, foodstuffs and the environment; and 4) Writing scientific articles in the form of popular publications on online media.

After community service activities are carried out, the comparison between the problems and the overall results achieved will be described in the following explanation. Increased insight into digital entrepreneurship and promotion using digital media for MSMEs, namely through social media marketing, website marketing, email marketing, blogs, marketplaces, digital advertising.

Furthermore, the achievement that has been obtained by implementing this community service is the development of a website that is integrated with applications related to community needs. In addition, the knowledge that is transferred to community service partners is in the form of knowledge and skills for processing patiseri products knowledge of sanitation, personal hygiene, equipment, foodstuffs and the environment.

CONCLUSION AND SUGGESTION

Based on the problems that have been described, the team has provided various solutions through integrated website development with applications related to community needs, training and digital marketing strategy workshops for small and medium entrepreneurs in the Sukawarna area, and training on making product innovations and hygiene sanitation for Empowerment of Family Welfare.

The implementation of this collaborative community service is in accordance with the Roadmap of each team member based on their respective Expertise Groups. Each team member has shared knowledge with target partners according to their respective competencies. The output given to target partners is in accordance with the needs of targeted partners. For plans for

further community service activities, target partners need the development of a MSME profile website in Sukawarna Village, Sukajadi District, this website can also be used as an online buying and selling portal so that it can facilitate digital transactions other than through social media and marketplaces that have been generated in this community service. In addition, target partners also need workshops on advanced network management and integration of public service applications and websites that have not been accommodated for this community service.

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