

The Application of Digital Marketing as the Development of Online Marketing for UMKM in Tirto Hamlet to Increasing Productivity in the Era of Digital Market Competition

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Abstract. Micro, Small, and Medium Enterprises (UMKM) in Tirto Hamlet have not implemented digital marketing and have not realized the big role they play in the use of this method. Service activities use the socialization method with the theme of the role of digital marketing for UMKM business development, especially in terms of increasing promotional activities, determining target markets and using the marketplace. The socialization participants came from a long-established palm sugar and handicraft production business in Tirto Hamlet, and the implementation location was at the Tirto Hamlet Hall. This socialization was followed enthusiastically by the participants which was realized through questions and answers and giving door prizes to participants who asked. At the end of the event, a questionnaire was given regarding Digital Marketing Socialization in Tirto Hamlet, the results of which showed that on average the participants had knowledge of social media, but some did not use social media to promote their products. Therefore, it is hoped that this socialization can provide encouragement to UMKM players to take advantage of digital marketing so that the products produced can be widely traded

1 Introduction

The Tirto hamlet is a mountainous region where most of the population has a livelihood as a farmer. Tirto hamlet is in Hargotirto village, Kokap district, Kulon Progo, Yogyakarta. The farm yields obtained by the Tirto's Hamlet community are mostly produced from coconut sugar and cane craftsmen. The Tirto hamlet possesses a varying number of coconut trees, ranging from 25 to 45, which have the capacity to yield a daily output of 10 to 20 liters. The coconut sugar factory in Dusun utilizes a traditional method including the use of wood and bars to make sugar. Nevertheless, the utilization of technology in Dusun Tirto is relatively limited compared to the rapid advancements happening elsewhere. Small and Medium Micro Enterprises (UMKM) in Tirto's Hamlet have yet to embrace digital

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marketing or online marketing in their business operations. Nevertheless, the utilization of technology in Tirto's Hamlet is relatively limited compared to the rapid advancements happening elsewhere. Small and Medium Micro Enterprises (UMKM) in Tirto's Hamlet have yet to embrace digital marketing or online marketing in their business operations. Online marketing plays a crucial role in expanding market share and attracting consumers rapidly [1], [2]. UMKM in Tirto's Hamlet has the potential to boost the village's income by expanding their online marketing efforts.

In the realm of marketing, there has been a swift evolution of information technology, transitioning from traditional communication methods to digital platforms [3], [4]. Digital marketing refers to the utilization of digital technology to execute various marketing activities. In today's digital era, small and medium-sized businesses can leverage digital development to effectively promote and market their products, ultimately expanding their market share [5], [6]. Small and medium-sized businesses that are already utilizing digital media will experience substantial benefits in terms of generating new revenue, creating more job opportunities, and staying competitive [7], [8], [9]. Unfortunately, in Tirto's Hamlet, the UMKM owners have yet to grasp the immense advantages of digital media.

Given the issues faced with partners, the proposed solution involves equipping the Tirto's Hamlet community with the knowledge and skills of effective digital marketing. This will be achieved through conducting digital socialization marketing sessions for micro and medium-sized enterprise operators in Tirto's Hamlet, accompanied by training and support. Social media, e-commerce, and Google Trends have become increasingly popular in the world of digital marketing [10], [11], [12]. These media are free applications that can assist UMKM entrepreneurs in easily promoting and showcasing their products to a wider audience [13], [14]. Participants involved in the dedication activities in Tirto's Hamlet are the Java sugar production and handicrafts enterprises that have been operating in Tirto's Hamlet for a long time.

2 Method

During the implementation of community service in Tirto's Hamlet, located in Hargotirto Village, Kokap Prefecture, Kulonprogo District, Yogyakarta Special District, several processes were involved.

2.1 Preparation phase

During the preparatory phase, the dedicated team submitted a proposal for the dedication activities to Tirto's Hamlet. Once the proposal was received, the team worked closely with the Chief of Tirto's Hamlet to ensure smooth execution of the planned activities. This involved discussing various aspects such as the topics to be addressed, estimating the number of participants and teams involved, organizing the team, preparing the necessary facilities, and providing a technical presentation of the planned activities.

2.2 Implementation phase

The activities will be implemented with the support of a dedicated team, including representatives from the Chief Dusun and the local community who are involved in UMKM in Tirto's Hamlet. During the socialization process, we will delve into strategies for effectively promoting products, identifying the ideal target market, and highlighting the practicality of our offerings in the marketplace. The speaker also provided several case studies of small and medium-sized businesses that have effectively utilized digital media

for their product promotion efforts. After the speaker wraps up their presentation, the audience will have the opportunity to ask any lingering questions they may have about digital marketing. We utilize personal computer (PC) and backdrops, along with projectors, to effectively display our materials.

3 Results and Discussion

The person responsible for facilitating socialization was Umar Alwafi from the Management Studies Program. The event took place in Tirto's Hamlet Hall and had a total of 15 participants. To ensure that socialization activities are conducted effectively and efficiently, our dedicated team will collaborate with our committed UMKM partners in Tirto's Hamlet on January 30, 2023. We will discuss the logistics, schedule, and timing of the socialization activity to ensure its success. Following the coordination, it was decided that the activities will be implemented on Saturday, February 4, 2023, from 13:30 to 15:00. Regarding the attendees of the socialization event, there will be a total of 15 individuals. Out of these, 14 will be representatives from UMKM owners, while 1 person will be representing the Chief of Dusun.

Preparing for the designation and training scheduled from January 30th to February 3rd, 2023. For this situation, the materials will be showcased during the informative session, speakers will be prepared, the activity location will be inspected and arranged, and equipment will be prepared along with supporting materials such as participant lists, refreshments, door prizes, backdrops, and more. The upcoming rehearsal is scheduled for February 3, 2023, at 13.00 PM. During this event, various tasks will be undertaken, including cleaning the venue, setting up projectors and display screens, conducting sound inspections, and providing materials on the importance of digital marketing.

After that, there was a follow-up with the execution of socialization events and the distribution of door prizes on February 4, 2023, at 1:30 PM, which included providing materials on digital marketing and conducting Q&A sessions. The session typically lasts around 150 minutes. Figure 1 illustrates the various activities that take place during socialization.



Fig. 1. Socialization

During these socialization activities, knowledge is transferred from the source to the training participants, as well as between the participants themselves, regarding product creation and marketing using the Internet. With the expansion of the Internet, social media platforms have made it simpler for people to engage with each other, allowing them to exchange information that can be accessed and utilized by others. Social media is an online platform that enables users to actively engage and collaborate with others, fostering the

formation of social connections. Social media is an internet-based platform mostly utilized for communication and interaction among individuals or organizations using internet or high-speed mobile networks.

In the present era, proficiency in both creative and technical areas is essential for online marketing. Internet marketing that is focused on the target market must exercise caution in fulfilling customer desires, since consumers possess the prerogative to exercise their decision-making power and exercise their freedom of choice. To effectively connect with a cosmopolitan candidate, it is crucial to develop a well-defined plan for fostering innovation and upholding quality in all aspects. By undergoing this program, participants will get more confidence in their ability to penetrate the market via the Internet. Optimizing one's understanding of fundamental internet ideas is essential for effectively leveraging various sales opportunities on smart phones.

Digital marketing is an activity to promote or market a product through digital media [15], [16]. As a marketing coordinator, the speaker utilized digital media to promote the products of UMKM in Tirto's Hamlet, which includes a sugar production enterprise and long-standing handicrafts. In today's digital age, the economic landscape has been greatly impacted by the rise of online shopping [17], [18]. It has become a societal norm due to the convenience it offers [19], [20]. Nevertheless, Dusun Tirto has yet to fully embrace technology for marketing its products. As a result, the supplier has provided materials focused on enhancing promotion activities, identifying target markets, and highlighting the benefits of their products in the marketplace. The participants enthusiastically embraced this socialization, engaging in lively discussions and even receiving door prizes for their insightful questions. Figure 2 displays the presentation of the doorprize to the participants.



Fig. 2. Delivery of doorprizes

After the event, participants were given a questionnaire on Socialization Digital Marketing in Dusun Tirto. The results revealed that while most participants had knowledge about social media, not all of them utilized it to promote their products. The products being marketed have a similar price point to those that are in demand by consumers. Thus, it is expected that this socialization will motivate UMKM entrepreneurs to capitalize on digital marketing.

The social event concluded with a group photo session and a heartfelt expression of gratitude from the dedicated team to the Partner. It is expected that the integration of digital marketing can greatly benefit the future business growth of UMKM, allowing for wider reach and increased consumer attraction.

4 Conclusion

As a result of the development of information technology, UMKM actors are now able to leverage digital media to promote their products extensively, thereby increasing consumer awareness of the organization's offerings, generating consumer interest, and expanding its market share. In addition, online payment transactions can be easily conducted. Through this socialization activity, dedicated partners gain valuable insights into leveraging digital marketing for online product promotion, enhancing their knowledge and skills in this domain. The limitation in this activities was doesn't have collaboration with stakeholders such as the local communities that could be expand the reach of the socialization activities and provide additional support in terms of resources and expertise.

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