

## Counseling on Digital Marketing in Marketing MSMEs in the Tourism Sector in the Tourism Market of the Mulawarman Museum, Kutai Kartanegara District

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### Abstract

Indonesia is a country rich in cultural and tourist resources, one of which is the Kutai Kartanegara Regency, one of the regencies in East Kalimantan Province. Kutai Kartanegara Regency is rich in cultural and tourist resources. During the current epidemic, the tourist industry has had a catastrophic influence on business actors in the tourism sector, particularly in Kutai Kartanegara. According to sources, the tourism sector in Kutai Kartanegara has dropped by 80% due to the COVID-19 epidemic. The ease with which information is accessible is due to recent technology improvements that bring community convenience. One of them is the role of technical advancements, such as the existence of Digital Promotion in operating a business or business for the community, which may facilitate access to information and product marketing. Digital marketing is a beneficial method for promoting a product via information technology, with social media serving as an informational forum and chance for company actors and their consumers. The Mulawarman Museum Tourism Market was chosen as a service location based on field circumstances, business players' revenue level in the calm Mulawarman Museum Tourism Market, and a decline in income. It is intended that this service activity would give marketing solutions for MSME players in the tourist industry at the Mulawarman Museum Tourism Market.

**Keywords:** Digital Marketing, MSMEs, Tourism, Kutai Kartanegara, and Tourism Market

### INTRODUCTION

Coronaviruses are a group of viruses that can cause disease in animals or humans. Several types of coronavirus are known to cause respiratory tract infections in humans ranging from coughs and colds to more serious ones such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). A new type of coronavirus found to cause the disease COVID-19 (WHO, 2020). COVID-19 or (Corona Virus Disease 2019) is currently feeling the impact of the pandemic. The most noticeable thing is that from an economic perspective, COVID-19 forces people to stay at home, this causes the community's economy to become sluggish and even results in failure to maintain people's economic purchasing power. The economy is one of the important factors in human life. It can be ascertained that in everyday life, human life always intersects with economic needs. The existence of the economy can provide opportunities for humans to fulfill their daily needs such as food, drink, clothing, shelter, and so on (Hanoatubun, 2020). This vital economic problem is a threat to the State of Indonesia, this is also confirmed by the government through the Ministry of Manpower of the Republic of Indonesia, details of 29.12 million people affected by the pandemic, namely unemployment due to COVID-19 of 2.56 million people, not the workforce. working due to COVID-19 by 0.76 million people, while not working due to COVID-19 by 1.77 million people, and those who work experienced a reduction in working hours by 24.03 million people (Siregar et al., 2021).

The pandemic that has occurred so far has caused an increase in the number of unemployed to 9.7 million people with an open unemployment rate reaching 7.07 percent in Indonesia (Kementerian Tenaga Kerja Republik Indonesia, 2020). The impact of other economic

sectors was also affected during the COVID-19 pandemic in Indonesia, including The occurrence of layoffs, more than 1.5 million. Of the 100 percent, 90 percent were laid off and 10 percent were laid off. A total of 1.24 million people are formal workers and 265 thousand informal workers, Manufacturing Indonesia's Purchasing Managers Index (PMI) decreased to 45.3 in March 2020, Imports fell by 3.7% in the first quarter, and Inflation reached 2.96% year-on-year (yoy) figure that was contributed from the price of gold and food commodities in March 2020, many canceled flights resulted in a decline in revenue in the sector. The perceived loss reached Rp. 207 billion. As many as 12,703 flights were canceled at 15 airports in January-March 2020, and there was a decline in occupancy of up to 50% which resulted in the loss of tourism foreign exchange, and 6 thousand hotels were affected (Hanoatubun, 2020; Marbun et al., 2021).

MSME entrepreneurs feel the decline in sales, lack of capital, and hampered distribution. At least 39.9 percent of MSMEs decided to reduce the stock of goods during the Large-Scale Social Restrictions (PSBB) due to COVID-19. Meanwhile, 16.1 percent of MSMEs chose to reduce employees due to closing physical stores. The MSME sector has experienced a deep impact due to the COVID-19 pandemic (Rahadjeng et al., 2022; Rosita, 2020). The market is the most vital joint of the community's economy, this is a problem if the market economy sector dies completely due to this pandemic. The ease with which information is currently obtained is because of the current technological developments that provide convenience in life for the community (Hapsari et al., 2022; Qadri et al., 2022). One of them is the role of technological developments, the presence of Digital Marketing in running a business or business for the community that can facilitate access to information and product marketing (Anggarini, 2020). *Digital Marketing is a useful tool for marketing a product by utilizing access to information technology where social media is an informative forum and opportunity for business actors and their buyers* (Iskandar et al., 2020; Warmayana, 2018). The selection of the Mulawarman Museum Tourism Market as a place of service was based on the field conditions and the income level of business actors in the quiet Mulawarman Museum Tourism Market and a decrease in income. With this service activity, it is hoped that it can provide solutions to marketing for MSME actors in the Tourism sector at the Mulawarman Museum Tourism Market.

## **METHOD**

In its implementation in the Mulawarman Museum Market Area, lectures and discussions are used, while the target of this service and counseling is aimed at Tourism Business Actors at the Mulawarman Museum. Activities start from the stages:

### **Surveys and Analysis**

This stage will focus on direct interviews with business actors by inviting them to discuss complaints and expectations expected by Business actors for facilities or other important aspects, a process will be carried out to regulate the needs that will be applied during the Service Process. From the results of this analysis, it is found that several facilities will be prepared by the Service Team which include, among others, Road Signs, Digital Marketing Modules, and Business Actor Banners for those who do not have them.

### **Consolidation**

Followed by the consolidation of the Department of Tourism and Culture as the Person in Charge of the Tourism Market of the Mulawarman Museum where the purpose of this consolidation is to request a permit for the location of this Tourism Market to be used in Community Service activities.

### **Extension and Implementation Stages**

At this stage, counseling is carried out, interactive discussions, giving business banners, submitting digital modules for business actors, and continuing with the installation of Road Signs as a closing for the implementation of these activities.

## **RESULTS AND DISCUSSION**

During the service process, the first stage was carried out by surveying MSMEs in the Mulawarman Museum Tourism Market covering elements of facilities and understanding market business actors on the use of Digital Marketing for their business.



**Figure 1.** Survey of MSME Owners in the Mulawarman Museum Tourism Market

The results obtained are, most of the 28 business owners do not understand directly the use of digital marketing properly for their business sector, which can be seen in the table below.

**Tabel 1.** Level of Understanding of the Use of Digital Marketing

Description	N=28	%
<b>Age</b>		
18 - 25	4	14.28
25 - 49	22	78.57
≥ 50	2	7.15
<b>Level of education</b>		
Elementary School (SD)	3	10.71
Junior High School (SMP)	3	10.71
High School (SMA)	22	78.58
<b>Understanding of Digital Marketing</b>		
Understand	6	21.42
No	22	78.58
<b>Ever used a digital platform in selling</b>		
FB Marketplace	2	7.14
Instagram	2	7.14
WA Group	2	7.14
Never	22	78.58

Based on the results of the analysis above, it is necessary to provide business actors with the use of Digital Marketing to support business development by providing insights, lectures, and innovative modules for business actors for long-term knowledge for business actors. In addition, several facilities were found that were not adequate for business actors, including the Welcome Board as a marker and attractor for tourists. Currently, there is a signboard but the board in question is no longer suitable for use, therefore the Devotion Team carries out renovations for the marking board, and also makes business banners for business actors who do not yet have a banner on their business.



**Figure 2.** Old Welcome Signboard and New Signboard Design (Design Prototype)

After the survey and needs analysis was carried out, it was continued with Consolidation to establish communication with the UPT. The Tourism Office in this case is the manager of the Mulawarman Museum Tourism Market, while the goal is to ask for permission.



**Figure 3.** Consolidation of the Implementation of Service Activities

The last stage is the implementation of counseling for MSME actors in the tourism sector at the Mulawarman Museum Tourism Market, Kutai Kartanegara Regency which was held on Wednesday, July 13, 2022. A total of 28 MSE actors participated in this activity including counseling, discussion, distribution of innovative modules on Digital Marketing, providing banners for business actors, and closed with the installation of a Welcome Sign.



**Figure 4.** Counseling, Distribution of Books and Banners for Business Actors and Group Photos

## CONCLUSIONS And RECOMMENDATIONS

Based on the results of Counseling on Digital Marketing in Marketing MSMEs in the Tourism Sector in the Tourism Market of the Mulawarman Museum, Kutai Kartanegara Regency, it was concluded that until now there is still a lack of literacy and understanding of business actors toward digital marketing. In addition, facilities for business actors are still lacking, therefore the existence of this Service Team can provide small steps through counseling, discussions, providing modules, providing banners, and supporting tourism facilities, namely the Welcome Sign. It is hoped that the results of this service can increase the understanding of MSME actors and also the support of this facility can be an attraction for tourists.

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