

## Digital Advertising Content Training for Traditional Herbal Medicine SMEs

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### ABSTRAK

The existence of MSMEs is currently expected to be able to boost the country's economy. The increasing number of MSMEs can make a very good contribution to improving the country's economy. Along with current technological developments, MSMEs are also required to be able to take advantage of the existence of information technology in every business activity carried out. Both production and distribution activities. This is so that the business they run can continue to survive and thrive during fairly tight competition. One of the capabilities of using information technology that is currently mandatory for business actors is the ability to use digital marketing. Digital marketing is a digital marketing method that utilizes internet technology. One of the MSMEs currently being developed is the Traditional Herbal MSME in Joketro Village, Parang Magetan District. This digital marketing training for herbal medicine business players is intended so that joketro traditional herbal medicine can reach further markets. If the results of herbal medicine marketing are increasing, the income of herbal medicine business actors will also increase automatically. From the implementation of the training activities, the number of participants who were able to create good advertising content also increased before and after the training.

**Keywords:** digital marketing, photo editing, copywriting

### INTRODUCTION

Currently, technological developments have been able to provide various benefits and conveniences (Nanda and Wahyono, 2016). The development of the internet is currently growing rapidly. Almost all areas in Indonesia are already covered by the internet network. Providers also compete to provide the best facilities to support internet users. Currently, the internet is not only used to search for information but has further been used as a marketing medium to support a business. Currently, the number of internet users in Indonesia reaches 132 million people. Where 40% of them are social media users (Agatha et al, 2021). For individuals, the motivation to use social media is to seek information, share information, seek entertainment, relaxation, and social interaction (Whiting and Williams. 2013).

Several businesses today have been run online. Product marketing through the internet will also change the way people buy (Lupiyoadi, 2013). For example, marketing their products through social media like Facebook, Instagram, Tik Tok, Whatsapp, and so on. Social media can apply two-way communication and even more (La Moriansyah, 2015). With social media, the process of marketing a product becomes easier and can reach a wider market. The existence of social media allows market players to communicate with each other, for example between producers, customers, and potential customers (Dewi and Nugraha, 2015). With this development, the business world must be more alert in responding to it, preparing everything that supports the transformation of conventional marketing patterns into modern ones (Decky Hendarsyah, 2020).

The Covid-19 pandemic that occurred in Indonesia had a considerable influence on MSME actors. Not only a decrease in income, but they also experienced difficulties in terms of marketing (Erna, et al, 2022). Changes in buying and selling patterns from conventional to digital are some of the new things for MSME actors, therefore it is very necessary to have educational activities and mentoring for them.

Joketro Village is located in Parang District, Magetan Regency, which is located under the foot of Mount Lawu in the east and stretches from south to north. Therefore, Magetan Regency is known as the Green Belt Lawu or Lawu green circle. Astronomically, Joketro Village is located at 7.51976°S/south latitude and 111.46129°E/east longitude with an altitude of approximately 370 masl. Geographically, the northern border of Joketro Village is Pendem Village, in the south, it is bordered by Krajan Village, west by Ngaglik Village and Banjar Panjang Village is the eastern boundary of Joketro Village.

The total area of Joketro Village reaches 215,675 Ha which includes housing, rice fields, yard land, and so on. The location of Joketro Village is the northernmost among other villages in the Parang District area. The distance from Joketro Village to Parang District is approximately 7 km with a travel time of  $\pm$  15 minutes using a motorized vehicle. While the distance from Joketro Village to Magetan Regency is 6 km, with a travel time of  $\pm$  12 minutes.

Joketro village has potential that deserves to be developed. Some of the potentials of Joketro Village are herbal medicine, batik, and processed crackers. The potentials contained in Joketro Village so far have been running conventionally and have not been well organized. Some residents have taken advantage of the existing potential to form an MSME. Several forms of MSMEs developed by the people of Joketro Village include the herbal medicine, batik, and cracker industries. So far, the three types of businesses in Joketro Village are carried out conventionally. From the production process to the marketing process. However, so far, MSME products in Joketro Village have not been widely known by the public. After observing, the cause of the lack of recognition of Joketro's MSME products is that MSME actors are not yet maximal in promoting their products. The majority of business actors in Joketro Village only peddle their products to the people around their neighborhood.

In our community service activities, we focus on MSME Herbal Medicine. Previously, the branding of Jammu joketro has been carried out, namely JAJO or an abbreviation of Jammu Joketro. Jammu packaging which was originally in the form of plastic packaging gradually began to change to plastic bottle packaging which was labeled JAJO or Jamu Joketro. Marketing has begun to be carried out with a wider reach, not only to the surrounding community but has tried to expand outside Joketro Village.

The Covid-19 pandemic that hit Indonesia had an impact on JAJO's marketing. The Covid-19 pandemic has had various impacts on many sectors (Dedi and Faisal, 2020). One of them is in the economic sector which has changed the buying and selling pattern of the community. The social restrictions imposed by the government, inevitably force the community to change their buying and selling patterns, because these restrictions on community activities result in people not being free to carry out activities (Dewi, 2021). The public must conduct transactions digitally because it minimizes interaction, thereby preventing the spread of Covid-19. Because of this, like it or not, JAJO must start being marketed digitally, by providing digital delivery and payment facilities.

Because of this, we conduct training related to digital marketing. Our focus is on photo design, packaging, and creating advertising content to attract people's buying interest. While the design is more focused on photo techniques and photo editing. To complement the creation of online advertising content, we also provide training related to the preparation of copywriting using the AIDA formula.

The selection of these two topics, namely design and copywriting, is based on the needs of business actors. They need to understand digital marketing techniques. How the ads they make can grow the interest of potential customers to buy their products. With attractive advertising content equipped with appropriate images, the buying interest of potential customers will increase.

## **MATERIALS AND METHOD**

Based on the problems faced by partners, the solution offered is the provision of online advertising content creation training which includes photo editing and copywriting. The series of activities that we carry out includes several stages, namely:

### **1. Survey Stage**

The survey stage is carried out to find out the problems faced by partners. Then determine what program is most suitable to be implemented for these problems.

### **2. Partnership Agreement Stage**

After finding a solution to solve the problems that exist with partners, the next step is to make an agreement with the Joketro Village Head for program implementation. Where is the place of implementation, who are the participants and when can the abdimas program be implemented?

### **3. Training Implementation**

Our digital marketing training activities are carried out at the Joketro Village Hall Office. We started the training activity by surveying the initial knowledge of the SME community towards digital marketing, where we focused on creating online advertising content, which includes photo editing and copywriting.

## **RESULT AND DISCUSSION**

We carry out community service activities in Joketro Village, Parang District, Magetan Regency. The first step we took in the implementation of this program was to make observations. Our purpose in conducting observations is to find out what problems are faced by the people of Joketro Village. From the results of the survey and interviews with several parties, including village officials, we encountered several problems. After discussing it, we reached an agreement to help traditional herbal SME players to do digital marketing.

Our selection of traditional herbal medicine SMEs is based on several considerations. Among them, the herbal medicine industry is currently quite ogled by various groups along with the increasing public awareness of body health. The condition of the Covid pandemic that hit Indonesia caused the social order to also change. Public awareness of the importance of maintaining physical health is also increasing. With these considerations in mind, we chose digital marketing for Jammu Joketro as the topic of the implementation of this service activity.

The community in Joketro Village already has a home business in the form of herbal medicine production. So far, herbal medicine is produced and marketed traditionally. For packaging, it has started to be packaged in bottles that are labeled with the brand. However, the marketing pattern is still quite conventional where it is only offered to the surrounding community, or exhibited at exhibitions held by the local government. Starting from this, to reach a wider market share, marketing patterns must be changed, from what was originally conventional to digital.

The digital marketing capabilities of herbal medicine SMEs are still minimal. Especially in terms of creating online advertising content. Where the ability to edit photos and compose copywriting is very necessary for the preparation of an advertisement to attract potential buyers. Based on this, we try to provide training related to online advertising content creation. We assist business actors plus PKK members in terms of photo editing and copywriting.

The training that we conducted was located at the Joketro Village Hall Office. At the beginning of the training, we did an initial ability test, the extent to which the participant's understanding of the advertising content material. The test results show that 20% of participants understand enough, and the rest are just knowing. The purpose of carrying out this initial ability test is to find out how far the training participants understand the advertising content. Both editing and copywriting techniques. By knowing the participants' initial abilities, it is easier for us to provide material.

Furthermore, we provide training related to copywriting writing techniques. We emphasize the preparation of copywriting using AIDA rules, namely awareness, interest, desire, and action.

In the implementation of the training, we did not discuss in detail about the four formulas, but we went straight to the copywriting example. By providing examples, it is hoped that it will make it easier for trainees to compose copywriting.



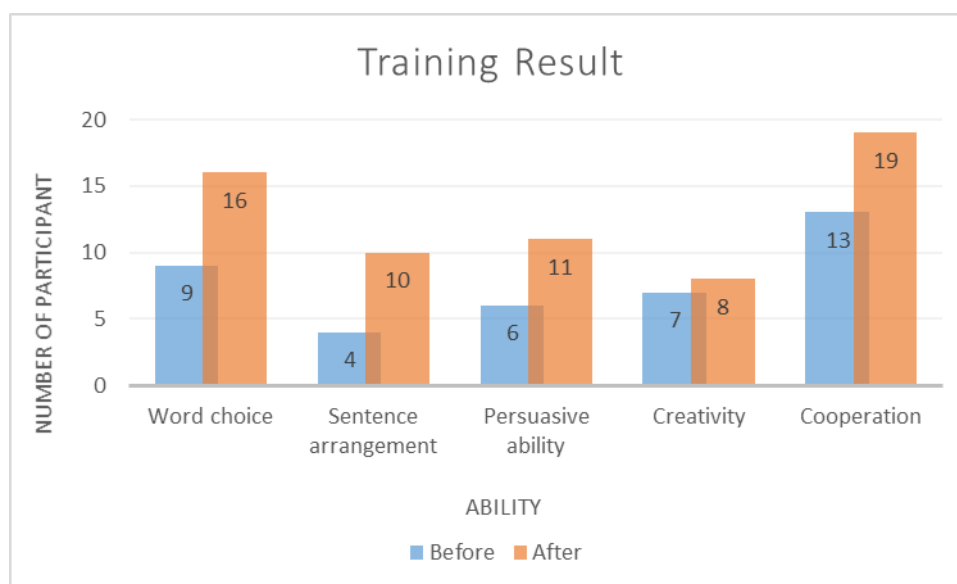
**Figure 1.** Briefing on copywriting

The next material is about photo editing. Photo editing skills are very important to have if you want to compose online advertisements. We use Canva software as photo editing software. Canva was chosen because the features it has are quite complete and simple enough for the photo editing process.



**Figure 2.** Training related to the photo editing process

After being given the training, participants were asked to practice the material obtained. Starting from writing copywriting to editing photos. We assist with training. The comparison of participants' abilities before and after the training is shown in Figure 3.



**Figure 3.** Comparison of abilities before and after training

We selected the five participants' ability items based on online advertising content. Where after being given training and mentoring, the ability of participants has increased even though there are some items whose increase is not so significant. For example, the ability to creativity in terms of photo editing. However, in terms of collaboration, the participants are quite capable of collaborating with other participants, and this is very useful to support the digital advertising process.

### CONCLUSION AND SUGGESTION

Community service activities related to training and assistance in the creation of online advertising content are going quite well. The number of participants who were able to create good advertising content also increased before and after the training.

The suggestions that we provide in the future can be given training related to business legalization. Whether it's a business license or other elements of legality.

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