

Increasing Knowledge of Aluminium Craft Entrepreneurs About Digital Marketing to Expand Marketing Reach

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Abstract

So far, the use of digital marketing by aluminium artisans in Candisari Village, Windusari District, Magelang Regency, has yet to be carried out optimally due to the lack of knowledge of entrepreneurs about digital marketing. Even though entrepreneurs are in areas with internet networks and adequate electronic devices, thus, aluminium artisans can use digital marketing to expand their marketing reach in the hope of increasing their sales. This service specifically aims to 1) Increase partners' knowledge about digital marketing. 2) Partners can take advantage of creating interesting content in digital marketing. This community service will be held in Candisari Village, Windusari District, Magelang Regency. The partners in this dedication are aluminium craftsmen. The service uses the Participatory Action Research (PAR) approach. The digital marketing service activity was attended by 15 partners, all of whom were business actors in the aluminium craft sector. The material presented includes an introduction to digital marketing, social media marketing, e-commerce, digital marketing management, and content marketing. Two resource persons fill digital marketing workshop activities with experience in managing sales using digital technology. This dedication results in the increasing knowledge of partners about digital marketing and how to create interesting marketing content.

Keywords: Digital Marketing, Marketing Reach, Aluminium Craft Entrepreneurs, Workshop.

INTRODUCTION

Small and Medium Enterprises, abbreviated as MSMEs, are the main drivers of the economy in Indonesia (Irawan et al., 2020). However, the COVID-19 pandemic has had a serious impact on the sustainability of MSMEs due to a decrease in the number of sales. The decline in sales was due to a decrease in demand. The reduced demand for MSMEs is not caused by the low purchasing power of the people but can be due to inadequate promotions (Nabilah et al., 2021).

Aluminium handicraft entrepreneurs in Candisari Village, Windusari District, Magelang Regency also experience this condition. One craftsman said the aluminium business has only carried out promotions relying on word of mouth and has yet to utilize technology. Even with current technological advances, business people need to add or change information technology-based marketing offers and strategies, for example utilizing the web, blogs, or even taking advantage of marketplace applications (Febriandirza et al., 2021). This is because promotions by utilizing information technology can expand market reach to enable businesses that are of interest to the public on a wider scale (Zulpahmi et al., 2018).

The use of information technology as a means of promotion or digital marketing during the COVID-19 pandemic is the right solution; even after COVID-19 digital marketing is also needed. Digital marketing is an attempt to introduce a product or service by utilizing digital media to expand potential buyers' reach. So far, the use of digital marketing by aluminium artisans in Candisari Village, Windusari District, Magelang Regency, has not been carried out optimally due to the lack of knowledge of entrepreneurs about digital marketing. Even though entrepreneurs are in areas with internet networks and adequate electronic devices. Digital marketing is very important because it makes it possible to get closer to and understand customers better, add product value, expand distribution channels, and increase sales. This is because digital media has been widely used in marketing studies such as marketing research, online advertising, and affiliate marketing

(de Amorim et al., 2022). Through digital media, consumers can share on company websites, social networks, or blogs their opinions about products, services, brands, and companies (Kannan & Li, 2017). Thus, aluminium artisans can use digital marketing to expand their marketing reach and increase sales. Thus digital marketing, if used properly, sales of products from aluminium artisans can increase.

So far, community service activities regarding digital marketing have been carried out, such as by Febriandirza et al. (2021) with service partners being Sumedang Tofu MSME entrepreneurs. The focus of this service is the use of the Google My Business application. Service activities are carried out online. The result of this dedication is that sales of UMKM Tahu Sumedang have increased during the COVID-19 pandemic. The service was carried out by Ilham et al. (2018). The service partner is the Putat Jaya Surabaya community. The service method used is workshop and practice. The result of this dedication is that partners have sufficient knowledge about the importance of digital marketing in marketing. Abdurrahman et al. (2020) performed the service regarding digital marketing training for MSMEs to support marketing activities. The service is carried out online with service partners who are residents of the Tegal Besar Village, Kaliwates District. This dedication shows that partners can utilize various internet media to promote their products. Further, Rahmaningtyas et al. (2022) carried out community service activities to provide knowledge about the importance of digital marketing in the industrial era 4.0 in tourist villages.

From reports on the results of previous community development, information can be obtained that various activities carried out in the form of training and workshops carried out offline, and online can provide increased understanding and knowledge of partners about digital marketing for food/culinary entrepreneurs. Therefore service activities in the form of utilizing digital marketing by aluminium artisans to expand marketing reach still need to be carried out. This is because the products produced by the artisans have their characteristics. Thus this service is carried out to achieve goals 1) Partners can utilize digital technology to promote their products. 2) The public widely knows the products produced. 3) Increase partners' knowledge of digital marketing.

METHOD

This community service will be held in Candisari Village, Windusari District, Magelang Regency. The partners in this service are aluminium craftsmen. The service will be carried out using a Participatory Action Research (PAR) approach. This service uses PAR because the service is carried out collaboratively. (Dudgeon et al., 2017; Khan et al., 2013). Four stages are generally carried out in service with the PAR approach (Mackenzie et al., 2012). The first stage is an inquiry which is the initial stage of identifying problems. After identifying the problem, then enter the second stage, namely action, which is the stage of forming a work pattern and how to implement it. Next is the third stage, namely, a reflection which is an overview of the findings and results of the program. The next stage is the final inquiry which describes the findings of problems that arise after the program or activity is implemented (Azhari et al., 2020).

In general, the implementation of this service can be seen from the following figure 1.

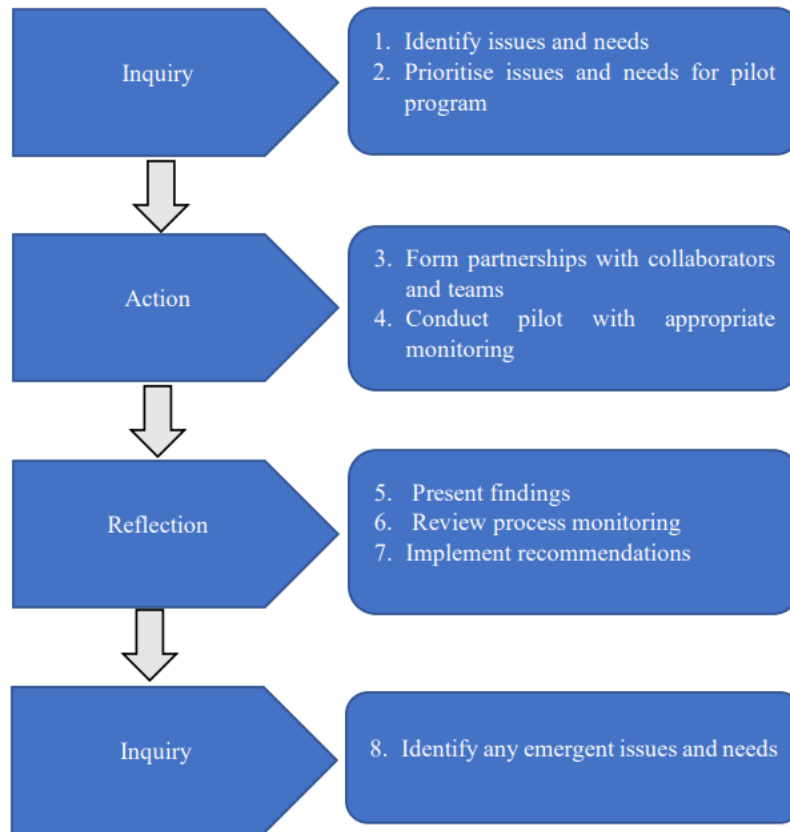


Figure 1. Implementation of Participatory Action Research

Technically the implementation of service is 1) Identification of Problems with Partners (Delgado-Baena et al., 2022). This first stage maps the problems aluminium artisans face in using digital marketing. 2) Formulation of Problems Partners with Partners. In this second stage, the team and artisans will determine priority programs that expand sales of aluminium craft products. 3) Formulation of Solutions to Partner Problems with Partners. Based on the second stage, the team will offer various activities to overcome the problems faced by aluminium artisans as service partners. 5) Preparation of Supporting Materials and Instruments. At this stage, various instruments are also used to assist each material that is introduced with the aim that partners can see each material accurately and can make preparations. 6) Implementation of Activities, namely the implementation of activities. Implementation of activities following activities that are considered to be a solution. Service activities will be carried out offline. 7) Program Evaluation, namely the evaluation stage of all activities (Khayati et al., 2021).

RESULTS AND DISCUSSION

The process of community service activities takes approximately two months, including the pre-implementation stages of community service activities. The core activities are carried out for two days in the form of workshops on digital marketing and the practice of using digital marketing. Technically, the implementation of community service is in the form of mentoring activities for using digital marketing by aluminium artisans to increase sales. Step by step carried out by the service team is described as follows:

Identify Problems with Partners

In the problem identification stage, the service team visited aluminium handicraft entrepreneurs to map the problems encountered in selling their products. This stage was done by direct visits to the field service team. Apart from making observations, the team also conducted in-depth discussions so that the problems that aluminium artisans experienced in marketing their products

could be mapped. Through this activity, the service team obtained information about the marketing system experienced by partners as aluminium craft entrepreneurs. Some problems encountered still need to be maximal in utilizing digital technology to carry out promotions. Partners still need help to make interesting sentences when posting their products.

Problem Formulation

From the problem identification stage, the team discovered the problems faced by aluminium artisans in using social media to market aluminium handicraft products. Thus the problem formulation stage is a basis for the team and the artisans to determine priority activities that can expand sales of aluminium handicraft products.

Formulation of Problem Solutions with Partners

Based on the problem formulation stage, the team offers two activities to address the problems faced by the aluminium artisans as partners. The two problems are, first, the partners already have social media accounts but have yet to use them optimally to promote their products. The two partners have yet to be able to create content that attracts consumers. From these problems, the service team offers two activities to maximize technology to increase sales. The activity is a workshop on digital utilization to increase sales and mentoring activities to create interesting content on partners' social media.

Preparation of Supporting Materials and Instruments

After the activities have been successfully formulated, the service team then prepares the materials and instruments for implementing the activities. Preparing material for the exercise is the stage carried out at this stage. The materials are arranged based on the needs of aluminium artisans to increase sales. At this stage, the team also prepares resource persons who are experienced in utilizing technology to assist the sales process. Various instruments are also used to help each material that is introduced so that partners can see each material accurately and make preparations. The instrument in question is equipment that can assist partners in understanding and practicing the material presented by the resource person.

Implementation of Activities

The implementation stage of the activity is the implementation of the activity. Implementation of activities following activities is considered a solution (solution formulation stage). For one full day, community service activities will be offline on November 9, 2022. Activities that only transfer knowledge (utilization of digital marketing) are carried out in the morning, while mentoring activities (hands-on practice) are carried out in the afternoon. In the workshop activities, partners receive general knowledge transfer regarding digital marketing. This activity was carried out so that partners know the importance of digital marketing to increase sales of their products. The workshops were conducted interactively, where the resource persons provided opportunities for partners to share partners experiences in promoting their products. From the partners' experiences, the service team and resource persons can see that they understand digital marketing, which is important by uploading pictures of partner products on social media. Partners need to pay attention to how to compile content (information) that can attract potential customers/buyers.

From the results of the dialogue in the workshop activities, in the next session, the team asked the resource person to focus on creating content (information) about partner products to make it more interesting. The mentoring activities interestingly took place due to the high curiosity of the partners. Interestingly, in this mentoring activity, the partners invite their sons/daughters/employees who are adept at using gadgets. The partners conveyed to the service team that they would invite sons/daughters/employee's adept at using gadgets so that the resource persons would not experience difficulties. The service team considers this reasonable because special expertise is needed in creating interesting content about products.

Program Evaluation

At the evaluation stage, the team asked the partners to evaluate the activities that had been carried out. At this evaluation stage the partners were very satisfied with the activities carried out

by the service team. Several partners also provided input to the service team so that the activities were more practical. The service team records all input from partners to be used as evaluation material in subsequent activities. Evaluation results can be seen in the following table:

Figure 2. Program Evaluation

| Partners | Responses to activities | Follow up after participating in the activity | Other activities expected to be held |
|-----------------|--|--|--|
| 1 | Know more about the benefits of digital marketing | Improving how to market products via the internet | Training to be able to sell on Tokopedia |
| 2 | It turns out that marketing can be done with internet media, not just billboards/brochures | Upload products more often on social media | Training on creating marketing content on social media |
| 3 | Makes it easy to choose media for promotion | Will use digital marketing well | Training on creating the web and its content |
| 4 | Provide benefits to introduce my product to more people | Looking for information to create a web for my business | Web making training for business |
| 5 | Creating content for promotion must use knowledge to make it interesting | Searching tentang cara membuat konten marketing | Training to be able to sell on Tokopedia, Bukalapak and Shopee |
| 6 | Can use many ways to promote products | Upload products more often on social media | Training on creating good marketing content |
| 7 | It turns out that there are many benefits to promotion on the internet | Upload products more often on social media | Training on planning in digital marketing |
| 8 | Ads with only sharing on WhatsApp are not suitable, if you don't use knowledge | More often upload products on social media, not only via WhatsApp | Training on creating good marketing content |
| 9 | Advertising on the internet makes my product seen by many people | More often upload products on social media, not only via WhatsApp | Training on creating good marketing content |
| 10 | Be more careful when creating content to promote my product | More often upload products on social media, not only via WhatsApp | Training on creating good marketing content |
| 11 | Creating compelling content is key in internet marketing | More often upload products on social media, not only via WhatsApp | Training on creating good marketing content |
| 12 | Many options for promoting products | More often upload products on social media, not only through brochures | Training to be able to sell on Tokopedia, Bukalapak and Shopee |

| Partners | Responses to activities | Follow up after participating in the activity | Other activities expected to be held |
|----------|---|---|--|
| 13 | Marketing products on the internet costs less | More often upload products on social media, not only via WhatsApp | Graphic design for content marketing |
| 14 | Must be more careful when making advertisements on the internet | Fixed content for promotion | Training on creating good marketing content |
| 15 | Creating advertising content turns out to be a science | More often upload products on social media, not only via WhatsApp | Training to be able to sell on Tokopedia, Bukalapak and Shopee |

The evaluation results show that the service activities carried out have positively impacted partners. These positive impacts include the benefits of digital marketing, advantages, how to create marketing content, etc. Increased knowledge can occur because workshop activities are one way to learn for partners. Learning is one way that can be done so that humans can develop knowledge, skills, and expertise/skills. In order to develop knowledge skills and skills can be done through learning activities at school or outside of school, while working, through experience, and can also be done through workshops. In the context of this service, knowledge, skills, and expertise are utilizing digital marketing to increase sales of aluminium products.

CONCLUSION

Based on the initial identification, it is known that the partners need means so that the products they produce can be sold both within and outside the region. As aluminium artisans entrepreneurs, the partners have utilized technology to market their products, but the content (information) about them has yet to be presented attractively. The partners in doing marketing have used technology, but it is still simple, namely using social media WhatsApp and Facebook. There are still partners who carry out promotions only relying on word of mouth (word of mouth) without utilizing technology. Thus, activities regarding digital marketing to expand marketing reach have increased partners' knowledge of digital marketing. The service partners positively welcomed the team's activities, as evidenced by their enthusiasm for the partners. In addition, partners experience the benefits of community service activities and are increasingly inspired by digital technology to carry out marketing activities.

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