

Technology-Based Competency Improvement Through Digital Marketing Training at The Job Training Institute (LPK) Bina Mandiri Center-Bandung City

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Abstract

Marketing trends have shifted from conventional (offline) to digital (online). With digital marketing, it can reach all people wherever they are without any geographical and time restrictions. Business actors have started using digital marketing as a promotional tool, but not optimally, because they are hindered by the constraints of still needing to gain knowledge about digital marketing. Therefore, it is necessary to socialize and train the use of information and communication technology so that it is expected to provide knowledge and understanding and inspire business actors to utilize technology as a tool to run their business. This PKM program will target LPK Bina Mandiri Center partners on Jl. Tubagus Ismail No. 57, Sekeloa Village, Coblong District, Bandung City. This program will focus on improving the knowledge and skills of business actors through digital marketing training according to partners' needs.

Keywords: Digital Marketing, LPK, Business Actors, Training, Competence.

INTRODUCTION

This year, the COVID-19 pandemic has begun to subside, and the economy has started to improve, so to break back the economy, business actors must implement strategies to increase their business again. Along with industry development today, challenges and competition are increasingly sharp in seizing market share; business actors must empower their human resources effectively and efficiently to have a competitive advantage. Internet technology is an instrument that can promote business effectively and efficiently to help business sustainability because it allows businesses to reach a wider market share and can be done quickly.

The rapid development of digital and internet technology certainly also affects the marketing world. Marketing trends are shifting from conventional (offline) to digital (online). Digital marketing is a promotional activity and market assessment of online digital media using various means, such as social networks (Teguh Setiawan Wibowo, 2022). Digital marketing strategy is a more prospective way of marketing because it allows potential customers to obtain all kinds of information about products and interact through the internet.

During COVID-19, applying digital-based marketing is the best solution to overcoming these problems because of the ban on meeting directly with consumers. Responsive digital marketing allows businesses to adapt flexibly to customers, including promoting their products online. The community's need for information is increasingly complex; social media can be used as a

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marketing medium to support business activities and facilitate and strengthen the function of communication with the community (Amaliyah et al., 2022).

As of January 2023, there are at least 1.67 million social media users in Indonesia; in other words, 7-8% of the total 212.9 million internet users in Indonesia use social media, or around 60.4% of the Indonesian population uses social media out of a total population of around 276.4 million. Kepios revealed this data through its latest report, "Digital 2023: Indonesia", released on the DataReporter page. The most widely used social media platforms in Indonesia from the GWI survey results in quarter 3 of 2022 are as follows: 1. WhatsApp users 9.21%, 2. Instagram users 89.15%, Facebook users 75.4%, 4. TikTok users 70.8%, Telegram users 64.3%, 6. Twitter users 62.2% and Facebook messenger users 51.9%. This figure is expected to continue to increase along with the growth of internet users in Indonesia. This reflects the behaviour of Indonesian people, who are increasingly leading to a digital lifestyle.

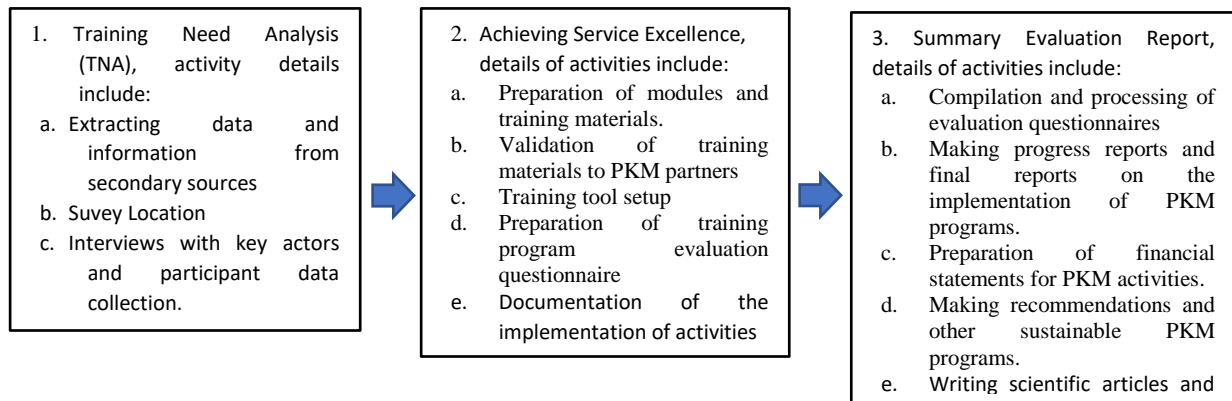
However, this opportunity is not followed by a change in the perspective of most companies and business actors. Large, small and individual businesses have now begun to use digital marketing as a promotional tool to get closer to consumers. However, it has yet to be maximized, and the number is still limited compared to the growth in internet users. The results of McKinsey research stated that only about 50% of businesses in Indonesia use digital instruments in developing their business (Irwan, 2023). Seeing this, the potential of digital marketing in Indonesia is still huge.

The potential use of digital marketing requires people to be technologically literate. This is the knowledge of business actors about digital marketing, inspiring the PKM team to deliver socialization and provide training on the use of information and communication technology as an application of digital marketing. This training activity is expected to provide knowledge and understanding and inspire business actors in Bina Mandiri Center to utilize internet technology and social networks as tools to run their businesses.

METHOD

The method used in PKM activities at PKBM Bina Mandiri Center is the training method, which is a training aimed at participants to improve their knowledge, insight, skills, attitudes and self-confidence and motivate participants to increase their capacity and ability to be more competent and effective.

(Khayati et al., 2015) stated that training is a way to improve competence based on active learning, where the effectiveness of training is seen from participants' activities, which are the primary trial tests, by turning on learning, participation, and encouraging the participants' application. Resource persons in training are required to be able to apply learning patterns to adults so that they can have an impact on improving the competence of the trainees. Training Stages, according to Fajar (2019), consist of 3 (three) stages:



Source: Fajar (2019)

Figure 1. Training Stages

RESULTS AND DISCUSSION

Training Need Analysis (TNA TNA Phase (May 03 - May 09 2023))

Bina Mandiri Center located on Jalan Tubagus Ismail No. 57, Kel. Sekeloa, Kec. Coblong, Bandung City, was founded by Mr Pudjianto, S.Pd., in 2003. Starting with his concern that in the distribution of labour in the business world, many need to gain skills so they are not valued in the world of work.

A Job Training Institute (LPK) is a government agency, legal entity, or individual that meets the requirements for organizing job training (Ischak et al., 2022). In general, article 26, paragraph 5, explained that courses and training are held for people who need knowledge, skills, life skills, and attitudes to develop themselves, develop professions, work, independent businesses and or continue education to a higher level (www.paudni.kemdikbud.go.id). In paragraph 103, paragraph 1 of PP no 17 of 2010, concerning the management and implementation of education, that courses and training are organized for the community in numbers to develop professional personality and to improve the vocational competence of course learners (www.paudni.kemdikbud.go.id).



Figure 2. Presentation of material delivered by Dr. Aditya Yudanega, S.I.Kom., M.M. and Moderator Ayuningtyas Y. Hapsari, S.I.P., M.M. about Digital Marketing.

Bina Mandiri Center Job Training Institute domiciled at Jl. Tubagus Ismail No. 57 RT. 02 RW. 11 Kelurahan Sekeloa, Coblong District, Bandung City, which stands on an area of 200 m² and a building area of 150 m² on behalf of the Bina Mandiri Education Foundation, was established on June 14, 2003, with Notarial Deed of Rustam Effendi, SH No. 12 dated June 14, 2003, and Bandung City Manpower Office Permit No. 503/999/Disnaker/2017 dated February 20, 2017 and initiated by Mr. Pudjianto, SPd. Initially, LPK Bina Mandiri Center was a form of public concern for the government's efforts to realize a society responsive to information transformation development. Starting from learning the Baby Sitter course guided by Mrs. Rukmini, SPd.I and Mrs. Sri Sugiharti Mukti, AM. The program is the beginning of establishing a course institution that can produce graduates to enter the business world and the industrial world, both those who work and who are entrepreneurs. Along with the government's continuous efforts in completing 9-year compulsory education and to equip the nation's next generation, especially adolescents and youth with various knowledge and skills, the Bina Mandiri Center Job Training Institute which is one of the job training institutions seeks to approach the community and the local government in order to jointly arouse the enthusiasm and motivation of the community to be able to learn return through Courses and Training even if they are not of formal school age.

The program of activities offered by the Bina Mandiri Center Job Training Institute (LPK) includes:

- Office application computer course
- Computer graphic design course
- Babysitters and health workers courses
- Driving courses
- Sewing and embroidery courses
- HP service courses
- Cosmetology courses
- Housekeeping/catering course

The functions of the Bina Mandiri Center Job Training Institute include:

- As a place for Job Training activities
- As a meeting place for various potentials that exist and develop in the community.
- As a source of information for community members who need functional skills.
- As a place to exchange various knowledge and functional skills among citizens.
- As a gathering place for community members who want to improve their knowledge and skills.

Due to economic factors, the Bina Mandiri Center Job Training Institute is critical and needed by underdeveloped people. LPK "Bina Mandiri Center" provides solutions and motivation for people who are not and or are less able to learn again at LPK Bina Mandiri Center for free.

Purpose

- Training out-of-school community members, especially underprivileged children
- Empowering community members, mainly by providing training programs for the needs of students as provisions for work or entrepreneurship

Goal

According to the results of the last data collection conducted by Cobleng Village, Bandung City, in May 2021, the program's target is that there are still many unemployed community residents.

Benefit

The various benefits that will be achieved by the community in learning equality programs are:

- Increase the empowerment and ability of children who drop out of school so that they study hard at the Community Learning Activity Center, especially the Job Training Institute "Bina Mandiri Center", and will further reduce unemployment in Cobleng District, Bandung City
- Providing a vehicle for people who are still unemployed and need skills so that they have knowledge and skills that are meaningful to their lives.



Figure 3. Training participants from LPK Bina Mandiri Center Bandung City

LPK Bina Mandiri has a license from the Bandung Manpower Office and establishes partnerships in terms of training and funding, such as training that will be carried out in early May 2023; the Bandung Manpower Office appointed LPK Bina Mandiri Center to hold Mobile Service training for business actors in Neglasari Village, Cibeunying Kaler District, Bandung city.

Based on an initial interview with the manager of LPK Bina Mandiri Center, Mr. Pudjianto, S.Pd., one of the needs of business actors is knowledge related to digital marketing. Business people need to learn the right mindset about digital marketing, so they often cannot capture market opportunities and are less able to compete. The knowledge in question includes how to promote and market the products they produce using social media, including Instagram, Facebook, TikTok, YouTube and the marketplace.

Digital marketing is a marketing activity that uses various possible media for companies, for example, through blogs, websites, e-mail, AdWords, and other social media networks (Nyoman et al., 2020). Digital marketing aims to attract consumers quickly and precisely, increase brand/product awareness and develop sales of company products. The benefits of digital marketing for companies and business actors include being able to connect easily with consumers online, higher sales conversion for targeted consumers, more efficient marketing costs, being able to serve consumers in real-time and the potential for increasing selling power for business actors (Wang et al., 2015). One type of digital marketing is social media marketing, which is a digital marketing technique carried out by companies by disseminating information using platforms on

social media in the form of Facebook and Twitter at minimal cost, even free of charge, in order to increase the company's (Soboleva et al., 2015; Wood & Burkhalter, 2014).

Based on the description above, the solution to the problems experienced by LPK Bina Mandiri Center is to improve the ability, knowledge and mindset of digital marketing for business actors. The training materials that will be provided include the following:

Develop a comprehensive, complete and logical digital marketing program such as providing knowledge about digital marketing and its types, providing information about the importance of using digital marketing for businesses, and preparing digital marketing for businesses such as preparing digital assets (for example, social media, online stores in market places, websites, and WhatsApp business applications), determining promotion plans, creating content according to the platform (for example, Instagram, TikTok, youtube), as well as the determination of their costing (Low et al., 2020). It is expected that after attending this training, the participants will have digital marketing knowledge and skills to help carry out their business activities.

Service Excellence Stage

Service Excellence Phase (May 01 0, 2023): The training will be held on May 10, 2023, at the Mitra location Jl. Tubagus Ismail No. 57, Sekeloa Village, Coblong District, Bandung City. The training was held from 08.00 to 12.00 WIB. This training was attended by 20 people who were HP service training participants at Bina Mandiri Center in partnership with the Bandung City Disnaker. The training material was presented by Dr Aditya Yudhanegara, S.I.Kom, M.M. which is divided into 2 (two) sessions including:

Session 1, covers the material covering the importance of digital marketing and its types, the advantages of using digital marketing, and the challenges of using digital marketing.

Session 2, covers the practice of creating product content on social media: Instagram, TikTok and YouTube

From the implementation of the training, it was revealed that the participants needed to gain more knowledge and understanding of digital marketing, so there was still minimal use of digital marketing for the businesses they ran (Dörnyei, 2021). This excellent service stage ends with filling out a training evaluation questionnaire to determine the participant's satisfaction with implementing this training.

Evaluation Phase

Evaluation Phase (May 11, 2023 –June 11, 2023): Tabulated results based on questionnaire answers distributed to trainees can be seen in Table 1 below:

Table 1. Trainee Satisfaction Questionnaire

No.	STATEMENT	SS	S	TS	STS
1.	This community service activity organized by the Faculty of Economics and Business (FEB) at Widyatama University was by my expectations.	68,4%	31,6%	0%	0%
2.	The committee and personnel involved in this community service activity provide services according to my needs.	52,6%	47,4%	0%	0%
3.	The way the resource person gave the material was exciting and inspired me	73,7%	26,3%	0%	0%
4.	The material presented by the resource person is to my needs	61,1%	38,9%	0%	0%

No.	STATEMENT	SS	S	TS	STS
5.	Every question/problem I asked the resource person was responded to/followed up properly	57,9%	42,1%	0%	0%
6.	If this activity is held again, I am willing to participate/be involved in the activity.	61,1%	38,9%	0%	0%
7.	After attending this counselling workshop, I was motivated to activate digital marketing training activities.	47,4%	52,6%	0%	0%
8.	The first and subsequent planned training activities include entrepreneurship, production and marketing, e.g. training in production improvement and marketing training, which I am capable of developing soon.	63,2%	36,8%	0%	0%
9.	The implementation time and counselling materials are considered sufficient to meet the training activities	36,8%	63,2%	0%	0%
10.	The willingness of the trainees is perfect and responsive in participating in the training	68,4%	31,6%	0%	0%
Average Amount		59,1%	40,9%	0%	0%

Source: Processed Data, 2023.

From the results of the questionnaire, it can be concluded that the participants were delighted with the implementation of this training, especially in the way the resource persons provided material fascinating and inspired the participants, the training carried out was also by the expectations of the participants, and the participants were also very responsive in participating in the training conducted. It can be seen by the many questions asked by participants when the question and answer session opened. Moreover, the participants hope such activities can be carried out sustainably with different materials. The end of this training activity on digital marketing is expected to provide knowledge and understanding and inspire business actors at LPK Bina Mandiri Center to utilize internet technology and social networks as tools to run their businesses.

CONCLUSION

From the TNA stage obtained from interviews with LPK Bina Mandiri Center managers, it is known that small and medium enterprises in LPK Bina Mandiri Center have not used digital marketing much in marketing their products due to limited knowledge and skills about digital marketing, so training on digital marketing is needed. The second stage is the implementation of training; when the training is carried out, the participants are very enthusiastic about listening to presentations from exciting and inspiring resource persons to encourage them to ask questions about the business they are running. In the last stage, namely the evaluation of the results of the questionnaire, it is known that the training activities are very satisfying because of the exciting and inspiring presentation from the resource persons by the expectations of participants; participants are very responsive and expect that in the future training like this will be sustainable with different materials. This digital marketing training is expected to improve the knowledge, abilities, and skills of small and medium businesses at LPK Bina Mandiri Center Bandung City.



Figure 4. Photo with LPK Bina Mandiri Center Bandung training participants.

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