

Digital Marketing as a Media of Developing and Marketing Electric Motorbike Products as a Result of Training Assisted by the Department of Industry and Trade

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Abstract

Marketing is an essential key for a company to increase sales of the products produced by the company. With the rapid progress of science and technology, everything has modernized, especially in marketing a product. Currently, companies can sell their products by doing digital marketing. With digital marketing, companies can do marketing through the help of the internet, such as social media. With social media, product marketing can be done without limits and at any time, reaching a broader range of customers. Training under the guidance of the Denpasar City Department of Industry and Trade produced a product for converting conventional motorbikes into electric motorbikes in collaboration with SMEs. Meanwhile, product marketing could have been more optimal due to the lack of product marketing. One of the right strategies for marketing is marketing through digital media or digital marketing. Besides, it needs to aid and train for training participants in SMEs. Digital marketing as a means for the development and marketing of electric motorcycle products resulting from training assisted by the Department of Industry and Trade, especially for SMEs. Finally, it is based on marketing products through social media with content or trends that contain electric motors.

Keywords: Marketing, Digital Marketing, Electric Motorcycles, SMEs

INTRODUCTION

Marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value (Kotler, 2014). Marketing is essential for entrepreneurs if they want their products to sell in the broader public market. By carrying out good marketing, it can help increase sales of the products owned by these entrepreneurs. With the progress of science and technology and the flow of globalization, marketing has now undergone much modernization in terms of its implementation. Now, people can do marketing via the Internet. The Internet is an extensive network that connects various electronic devices used globally (Mileva & Dh, 2018). By relying on technology, most people in Indonesia can stay connected to the internet. Until 2020, according to a survey conducted by *We*

Are Social, it was found that more than half, or more precisely, 64% of citizens in Indonesia, could enjoy a network connection or internet. Apart from that, it is stated that as many as 175.4 million people want internet access in Indonesia, most of whom use mobile phones as a tool or media that can be connected to the network (Haryanto, 2020). From this data, the most appropriate marketing method now is digital marketing.

Digital marketing is marketing carried out using internet-based digital media in its implementation. Digital marketing is a product and service marketing technique using digital media (Rachmadi, T., 2020). Digital marketing is the most effective marketing technique because most Indonesians are inseparable from technology and the internet. With digital marketing, communications, and transactions can be carried out at any time/real-time and can be global or worldwide (Pradiani, T. 2017). One form of digital marketing that is relatively easy to do nowadays is social media. Implementing digital marketing on social media can be done quickly because it already has features that can help entrepreneurs in marketing products be it advertising, setting algorithms, or automatic analysis that is easy to understand. With so many advantages of digital marketing, it will help entrepreneurs, especially MSMEs, in society.

The industrial and trade sectors have a vital role in the economic growth of Denpasar City because they support the tourism industry and merchant services sectors (Pratiwi, et al., 2023). The Department of Industry and Trade of Denpasar City administers the government in the field of Industry and Trade. The development of small and medium industries that are very strong in surviving in a challenging economy needs to be facilitated comprehensively, optimally, and sustainably (Ischak, et al., 2023). Sustainability elevates through the development of a conducive climate, providing business opportunities, supporting the protection and business development as widely as possible to improve the position, role, and potential of the industry in realizing economic growth, equal distribution of people's income, job creation, and poverty alleviation.

Currently, vehicle growth continues to increase yearly, showing that the average development of motorized vehicles from 2012 to 2022 in the country is 48.9 million units (BPS data), or around 64% per year. The rapid growth of motorized vehicles can have several negative impacts, such as increasing traffic jams, air pollution, and even concerns about the need for fuel oil (BBM), which is heavily dependent on imports. Dependence on BBM brings us to the point where we must switch. Fuel is also a non-renewable resource besides its negative impact on nature. It is estimated that all fuel oil will run out at the current rate of fuel use. The current situation indicates the importance of utilizing new energy sources. Electric motorized vehicles or KBL offer an excellent solution to overcome these problems. From an environmental perspective, KBL improves air quality because it uses cleaner and environmentally friendly energy, thus creating a better environment for society. In terms of technological development, electric vehicles encourage innovation in the local technology, engineering, and manufacturing industries. Indonesia has stated its readiness to enter the era of electric cars. This determination was strengthened by issuing Presidential Regulation Number 55 of 2019 concerning the Acceleration of the Battery Electric Vehicle (BEV) Program for Road Transportation. In the National Industrial Development Plan (RIPIN), the priority for developing the automotive industry in the 2020–2035 period is the development of electric vehicles and their main components, such as batteries, electric motors, and inverters.

The government has made Jakarta and Bali pilot cities for implementing KBL. As national capitals and international tourist destinations, Jakarta and Bali are suitable cities to trial KBL as a mass transportation modality while demonstrating its use to the broader community. The desire to become one of the developers of electric vehicles is not enough to have natural resources; it must

also be accompanied by the readiness of competent human resources (HR), one of which is through training in converting conventional motorbikes into electric motorbikes. Through this training, reliable human resources can be formed and ready to be absorbed by industry. Moreover, there is great potential that will help the industry and trade department in developing.

METHOD

The method used in this work program is an educational method, which provides information about the importance of something to obtain a benefit in the future for the listeners. During the implementation, education was provided to training participants and SMEs in collaboration with the Department of Industry and Trade. The education provided is in the form of understanding the implementation of digital marketing for electric motorbike products because of training.

RESULTS

- In terms of technological developments, electric vehicles are driving innovation in the local technology, engineering, and manufacturing industries. Indonesia has stated its readiness to enter the era of electric cars. This was reinforced by the issuance of Presidential Regulation Number 55 of 2019 concerning the Acceleration Program for Electric Motorized Vehicles (BEV) for Road Transportation. The government has made Jakarta and Bali the pilot cities for implementing KBL. As national capitals and international tourist destinations, Jakarta and Bali are suitable towns to try out KBL as a mass transportation capital while simultaneously demonstrating its benefits to the broader community.
- There needs to be more public knowledge regarding the ins and outs of electric motorbikes and how to convert conventional motorbikes into electric motorbikes for the people of Denpasar city.
- Limitations in reaching the market and competing with competitors: This is caused by the need for more marketing of electric motorbikes.

Regarding the problems that exist at the Department of Industry and Trade of Denpasar City, the resolution of these problems is by:

- Carry out outreach and training related to electric motorbikes and conversion of conventional motorbikes to electric motorbikes. Thus providing knowledge and techniques on how to change traditional motorbikes into motorbikes and giving birth to entrepreneurs who, in the future, are expected to be independent and able to absorb more workers and reduce unemployment.
- Provide assistance and training for training participants and SMEs

The Denpasar City Department of Industry and Trade provides guidance, assistance, and facilitation to SMEs in business development, including the growth of new entrepreneurs, as well as solutions, procedures, and steps regarding reasonable and appropriate marketing for marketing electric motor conversion products resulting from training. In connection with this problem, I provide a solution through the work program "Digital Marketing as a Means for Development and Marketing of Electric Motorcycle Products Resulting from Training Assisted by the Department of Industry and Trade." This work program is expected to help in terms of product marketing or product branding.

Discussion Analysis

Training assistance and assistance regarding training for business actors participating in electric motorbike training in the context of implementing activities for preparing and evaluating Industrial Development Plans. The metal machine industry training "Conversion of Conventional Motorcycles into Electric Motorcycles" was attended by 20 participants from vocational schools throughout Denpasar and two-wheeled repair IKMs in Denpasar City. The training was held for 5 (five) days from 17 to 21 July 2023 on JL. Gatot Subroto Tengah No. 100 Dangin Puri Kaja, North Denpasar. The instructor for this training activity came from PT. Percik Daya Nusantara, namely Dipl. –Ing. Putu Yindy Kurniawan.

There are technical stages of implementation, which are divided into 3 (three) phases, namely (1) Socialization, (2) Training, and (3) Marketing. I focus on marketing activities for electric motorbikes due to training in converting conventional motorbikes to electric motorbikes through branding and marketing via social media.

Socialization Activities

There are 14 socialization materials given by Dipl. –Ing. Instructors Putu Yindy Kurniawan was held for two days from 17 – 18 July 2023. In the presentation of the material, the training participant's participation was very enthusiastic, as seen by asking questions, suggestions, input to the instructor, and the training results. This is because the instructor presents the material in a language that is easy to understand, and the instructor is experienced and competent in their field.

Carry out training

After being given material by the instructor, Dipl. –Ing. Putu Yindy Kurniawan trained for three days from 19 – 21 July 2023. The training began with the conversion stages, installing the conversion electric motor components, and direct practice.

Doing Marketing

Current technological developments make business actors adapt, especially in the marketing process. A marketing system that is still minimal means that products cannot develop or even compete. To overcome this, business actors must choose a good marketing strategy, starting by knowing the right target market, utilizing social media, and always carrying out promotions to help the product become more widely known. The Internet has become the fastest-growing advertising medium in this decade (Ha, 2008). Utilization of social media in the form of product posts through exciting content on social media such as Instagram, TikTok, Facebook, and WhatsApp status.

Problem Solution

The problem faced in marketing electric motorbike products is a need for more understanding of marketing. The development of electric motorbikes has excellent potential if they can be

appropriately utilized and have the right marketing strategy. In connection with this problem, I provide a solution through the work program "Digital Marketing as a Means for Development and Marketing of Electric Motorcycle Products Resulting from Training Assisted by the Department of Industry and Trade." I focus on marketing products through social media with content or trends that contain electric motors. Content is the foundation of all digital marketing and is essential for brand awareness.



Figure 1. Training activity on converting conventional motorbikes into electric motorbikes.

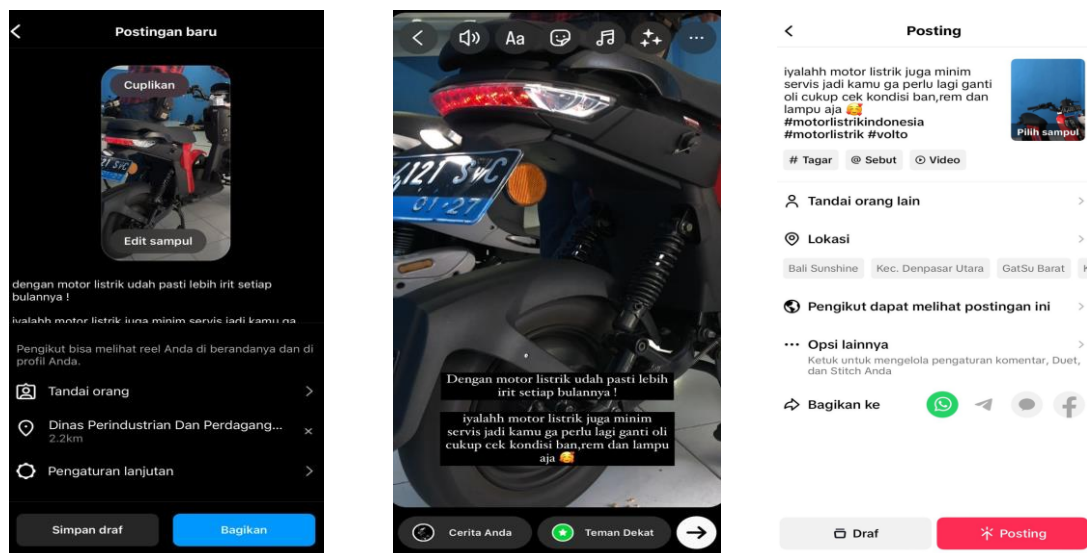


Figure 2. Electric motorbike branding video resulting from training assisted by the Denpasar City Department of Industry and Trade via social media.

The marketing implementation system for electric motorbike products resulting from this training will start with making an electric motorbike branding video containing the steps for changing a conventional motorbike into a ready-to-use electric motorbike. The results of the branding video will be published on social media such as Instagram, TikTok, WhatsApp status, and the Denpasar City Industry and Trade Service website. This is expected to expand the sales reach and attract people's attention to using electric motorbikes. Meanwhile, innovators have introduced new technologies and business models that are breathing life into the market. To gain more insight into the burgeoning market, it examined worldwide trends for marketing electric motorbike products and looked at both geographic growth patterns and the forces shaping the

industry. This analysis sheds some light on strategies that can help SMEs succeed and gain traction.

CONCLUSIONS AND RECOMMENDATIONS

The Department of Industry and Trade provides a lot of training, assistance, and facilitation to SMEs in business development, including the growth of new entrepreneurs. One of the training courses carried out is electric motorbikes. The Indonesian government is determined to declare its readiness to enter the era of electric vehicles. This determination was strengthened by the issuance of Presidential Regulation Number 55 of 2019 concerning the Acceleration Program for Electric Motorized Vehicles (BEV) for Road Transportation. The need for more public interest in electric motorbikes requires business actors to implement appropriate marketing strategies. Marketing through digital marketing is the best strategy to expand market reach and win the competition. The ongoing plans for this program are to develop the potential of electrical motorbike products and increase content about electrical motorbike products, as well as expand the marketing market for electric motorbike products by increasing the number of distributors and evaluating shortcomings of electric motorbikes and fixing existing obstacles.

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