

Optimization of Product Promotion Through Digital Marketing Content Training And Education For MSME Group Buildings, BUMDes Oeltua

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ABSTRACT

The existence of BUMDes becomes a hub of innovation and a platform for the village community to develop a profitable venture. BUMDes Nekaf Mese Oeltua village District of Kupang—NTT has been operating since 2017 and has several MSME groups built. Nevertheless, the facts show that a large group did not operate optimally and was even dissolved. These conditions indicate that the existence of the BUMDes Nekaf Mese village of Oeltua has not fully affected the improvement of the economy of the people. This is predicted by the limited knowledge, capabilities, and skills of the SDM, as well as the perception of marketing methods from a traditional perspective. It is important to carry out a program to improve the productivity of MSME groups through digital marketing content training and education in order to improve their competitive advantage. The results of this activity show a change in the participant's awareness of effective marketing methods in the modern marketing era. In addition, this activity enhances knowledge, abilities, and skills as a capital for business development and increases competitive advantage. As a reflection of these activities, we believe that it is necessary to collaborate with the various parties with their respective roles to contribute through long-term programs so as to create sustainability for the various efforts that have been made to enhance the growth of the existing MSME group.

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INTRODUCTION

The Village Ownership Enterprise Agency (BUMDes) is an organization that serves as the main unit of the village economy with the aim of optimizing all local resources to eliminate poverty and increase the economic income of the villagers through various profitable enterprise activities (Hasan, 2020). It gives an understanding that the existence of BUMDes is an opportunity and has economic potential for the building and prosperity of the village community. BUMDes has become an innovation center and a platform for the village community to develop businesses and enterprises that are profitable and have a positive impact on the improvement of the economy of the village. The commitment of BUMDes as a social institution to the interests of the village community can be realized through contributions in terms of social services, building economic access opportunities, opening up effective marketing chains for the output of production, and empowering the village people, especially the development of creativity, capabilities, and skills of the community in the social sphere, as well as the creative economy.

BUMDES Nekaf Mese village, Oeltua District of Kupang NTT has been operating since 2017 with a village budget of IDR 100,000,000 spent for the empowerment program. With this number came a number of empowered Micro, Small and Medium Enterprises (MSME) groups, and generally, members of each group came from disadvantaged families. The majority of the existing MSME groups operate in the fields of agricultural enterprises such as the processing of local food production products (charris, strawberries, sweets, market foods, and others), agricultural facilities (fertilizers and seeds), farming and fishing (cattle feed and fish processing/chicken), and other areas of enterprise such as bonding fabrics as well as various accessories based on fabrics. Nevertheless, in the course of its existence, a large number of structural groups are only administrative but not operational at all, and even many groups are dissolved. These conditions indicate that the existence of BUMDes Nekaf Mese village in Oeltua is not fully optimal for the improvement of the economy of the village. Through information obtained from the village head of Oeltua, Director of BUMDes Nekaf Mese, as well as representatives of the existing MSME group, we identify that the root of the problem lies in the human resources (SDM) and social cultural (traditional perceptions) aspects of economic activity, especially in the marketing process.

In the context of entrepreneurship, human resources are an asset that plays a core role. The knowledge, abilities, and skills of human resources greatly determine the development and success of a business (Saputra et al., 2023). Regarding HR issues, we found that the majority of members of the existing MSME group have limited knowledge, abilities, and skills, making it difficult to innovate in business development (developing products and services) and developing marketing strategies, which has implications for a lack of interest in products. The next implication is that it is difficult to reach the product in a wider market, so product marketing is only concentrated in the Oeltua village area.

In connection with the socio-cultural factor, we found that the process of promotion and marketing is still traditional. Produced products are only posted in the secretariat of each MSME group. Information related to the product is not widespread, so people outside the village of Oeltua do not know of its existence. The process of product information communication is more mouth-to-mouth. In other words, the promotional and marketing processes carried out by the MSME group have not followed the trend of product promotion and marketing in the digital age. They can use digital devices like smart phones and various social media apps, but only to communicate with friends, relatives, or family. There is no consciousness of thinking and understanding (perception) to use existing digital devices and media for marketing activities. Indeed, if such devices and digital media are used well by each MSME group, it can benefit the development of the market and increase profits for each group. This is what Dwijayanti et al (2023) meant: that through the use of digital devices and good social media, a business will more effectively achieve marketing goals as well as build stronger relationships with consumers or customers, which are aimed at increasing profits.

Based on the background of these issues, we recognize the importance of improving knowledge, skills, and perceptive changes related to traditional marketing practices that cultivate SDM in the group, the MSME group built by BUMDes Nekaf Mese village of Oeltua, through an education and training marketing strategy that is in line with the development in the digital age, with the title "Optimization of Product Promotion Through Digital Marketing Content Training and Education For MSME Group Build BUMdes Village Oeltu." We believe that this can be the right solution to the problems faced by existing MSME groups, so that in the future they can manage marketing activities effectively and efficiently to increase profits, which also creates well-being for each member of the group.

This education and training focuses on digital marketing strategies. Digital marketing is the marketing activity of a product using digital media with the aim of attracting consumers or potential consumers quickly. In the digital age, adapting to the trends of using technology effectively and efficiently becomes a challenge for MSME players to compete with competitors in order to gain a competitive advantage. The benefits of using digital devices and social media have been felt by many MSME players, especially in increasing profits through digital promotion and marketing (Syukri & Sunrawali, 2022). As a modern marketing strategy, the core strength of digital marketing lies in marketing content that is audio, visual, and audio-visual (digital marketing content), which is produced and distributed in a unique and creative way so that it attracts people who view the content to find product information, interact with sellers, and make product purchases (Tresnawati & Prasetyo, 2022). It explains that digital content marketing has very strong characteristics and has the ability to invite someone to know the products offered and become a customer. With all the power and influence it has, it is not surprising that many MSME perpetrators today rely on digital marketing content to get maximum profits. (Febriyantoro & Arisandi, 2018).

Based on the background that has been described, the stage of education intended in this activity is the exhibition of the concept of digital marketing strategy that covers the purpose, benefits, as well as its advantages over traditional marketing strategies, and the concept of product promotion, while the training stage is the technical training of creating marketing content using digital applications, the integration of marketing concepts into digital promotion content, and how to disseminate digital marketing content through social media. Thus, the aim of these activities is to change the perception and behavior of traditional marketing to modern digital-based marketing and improve the understanding, ability, and skills of members of the group. The MSME group built BUMDes village Oeltua about digital marketing strategy, generating quality digital content, reaching and expanding the market, and building consumer interaction online. With regard to the targeted access of the activity, we project that each member of the MSME building group of Oeltu village BUMdes is able to apply its effective marketing strategy because of the increased power of the consumer towards the product or service it is offered, improving the confidence of its consumer to offer new products or services, and enhancing the opportunity to offer the customer. The whole purpose and benefits of this activity in fact lead to the optimization and visibility of the products and services of each MSME group built in BUMDES Nekaf Mese village of Oeltua, so that they are able to maximize profits.

Simply put, the problems, the solutions offered, the objectives, and the expected reach targets of this activity can be seen in the following table:

TABLE 1. Problems, Impacts, Solutions, Purposes, and Expected Achievement Targets.

Problems	Impacts	Solutions	Purposes	Expected Achievement Targets
1. Human Resource: Limitations of knowledge, ability, and	1. Product information is not widely	Training and Education Digital Marketing Content Strategy:	1. Changes in perception and performance	1. Increased attractiveness to the product;

Problems	Impacts	Solutions	Purposes	Expected Achievement Targets
<p>marketing skills</p> <p>2. Social Culture: The perception of marketing methods is still traditional.</p>	<p>disseminated,</p> <p>2. Not reaching the wider market, and</p> <p>3. The creativity of developing marketing methods does not grow.</p> <p>Resulting in: The operational MSME group becomes unproductive, passive, or even dead.</p>	<p>1. <i>Training:</i> digital marketing content creation practices, and social media promotion practices</p> <p>2. <i>Education:</i> The depth of the concept of digital marketing strategy (workshop)</p>	<p>behavior,</p> <p>2. Improve understanding, ability, and skills about digital marketing strategies, be able to generate quality digital promotional content,</p> <p>3. Able to reach, expand the market, and</p> <p>4. Able to build consumer engagement online</p>	<p>creating new opportunities to increase sales;</p> <p>2. Building the image and consumer confidence, which focuses on optimizing products and services to maximize profits.</p>

METHOD

The activities are carried out in the following direction:



FIGURE 2. Activities Flow

Before Activities

It is a preliminary step taken before the activity is implemented. This stage is carried out through:

- Survey
A scientific method of obtaining data and information from directly related sources is experienced so that, through the data and the information obtained, the surveyor can find the right solution (Maidiana, 2021).
- Problem Identification
It is a very important step to identify and explain the major problems, as well as how they will be measured or resolved in a particular way and procedure (Nasution, 2021).
- Concept Display
The process of explaining the entire concept and activity plan to the partner and setting the timetable and means required for the activity.

Implementation

In an effort to achieve the objectives of the activities effectively and efficiently, the implementation of these activities uses the following methods: timetable and means required for the activity.

- **Workshop (Digital Marketing Concept Education)**
The workshop is very effective for participants in understanding the material, opening up interactive space between the participants and the subjects, thereby fostering a strong motivation to enhance knowledge, competence, and attitude change (Pribadi. S, 2016). This stage is done to give a conceptual understanding aimed at enhancing knowledge and changing the behavior of participants to the problem as well as the solution given.
- **Training (Digital Marketing Content Creation and Publication Practices)**
Purnomo et al (2021) explained that in the context of digital marketing training, this method is very effective in stimulating the knowledge growth and application skills of participants, so that participants easily adopt various steps and processes related to digital marketing implementation. Training is carried out to transfer knowledge, skills, and technical skills to participants through practical practices related to the training material in order to meet the objectives and goals of achievement expected.
- **Controlling**
The surveillance carried out in this activity includes two things, namely:
 - a. Functional supervision: ensuring that all team members and parties involved perform their roles, functions, and responsibilities properly.
 - b. Technical supervision: ensuring that the entire series of events is carried out well in accordance with the schedules and procedures planned.

After Activities

It is an important process to be carried out in order to determine the effectiveness and sustainability of the activities that have been implemented. The outcome of this process becomes an important indicator for assessing whether the objectives and benefits of the activities implemented have been fulfilled or not. (Maksum et al., 2019).. In these activities, the evaluation covers several aspects, such as the achievement of the objectives of the activity and the follow-up plan or future program plan.

RESULTS AND DISCUSSION

This activity was held for two days (Friday–Saturday, September 2–3, 2023) in the village office of Oeltua district of Kupang, NTT. The workshop was held on the first day, and the technical training was done on the second day. The number of participants was 45. The results and description of the entire series of activities carried out will be described in accordance with the course of activities that have been described earlier in the section on methods in this writing.

Before Activities

- **Survey**
In connection with this, we came to the village of Oeltua to observe directly the condition of the existing MSME group, then dig information from the village chief, the director of the BUMDes, the head of the group of the MSME and some members so as to obtain information related to the problems that arise and have a negative impact on the group.
- **Problem Identification**
In this phase, the executive team analyzes the data and information obtained, classifies the main problems, and then makes theoretical studies that are relevant to the major problems so as to obtain a solution to the problem and an effective implementation process.

- **Concept Display**
At this stage, we held meetings with the village chief, Oeltua, the director of BUMDes Nekaf Mese, the leaders of the MSME group, and its members. In this meeting, we discussed the identification of problems, the proposed solutions, the objectives, the reach targets, and the activity plan. Besides, the technical implementation and the timetable of implementation are also things that we discuss together.

Implementation

- **Workshop**
This phase is conducted to provide a conceptual understanding aimed at enhancing participants' knowledge of digital marketing strategies and the importance of changing perceptions of traditional marketing methods into digital application-based marketing methods and social media. The source in this phase is the academic (Dosen), who has competence in the field of digital marketing. After the presentation of the material, during this phase, there is also an interactive discussion session between the participants and the source. Through the discussion session, the participants have the opportunity to dig up further important information related to the material submitted through the various questions, and through the answers given by the source, they gain a comprehensive understanding of the digital marketing strategy.
- **Traning**
This phase is carried out through the practical creation of digital marketing content, and publishing digital content through social media such as facebook, Instagram, tik-tok, and whatsapp. The instructors at this stage are MSME practitioners who have implemented digital marketing strategies and conducted social media-based marketing. Besides, some of the students of KKN MBKM in the village of Oeltua were also involved as accompanying participants in this phase.
- **Controlling**
During training on creating digital marketing content and publishing digital marketing content via social media, participants experienced several difficulties in using applications to design content because it was their first time using them and they were not familiar with these applications. However, with the instructor's guidance and assistance from the MBKM KKN students involved, the participants showed high motivation and enthusiasm to carry out experiments repeatedly until they succeeded in producing digital marketing content and publishing the content via social media.



FIGURE 3. Optimizing Product Promotion Activities Through Digital Marketing Content Training And Education For The MSME Group, Assisted By Bumdes Oeltual

After Activities

The evaluative action to be carried out as a result will provide an overview that can be used as a means of reflection on improvement and the development of a follow-up plan for a program that has been in progress. (Guenther, 2023). The evaluation results show that a change in the perception of marketing methods and increased knowledge, abilities, and skills of participants towards digital content marketing strategies as the objective of the activity have been achieved successfully. It can be observed in this sequential table that depicts the feedback of participants through the evaluation activity questionnaire.

TABLE 2. Activity evaluation results

Indicator	Participant Feedback		
	Very Well	Agree	Not Agree
The methods used by the instructor are very helpful in terms of the depth of the material and practice.	33 (73,3%)	12 (26,7%)	0
The material submitted by the instructor is easy to understand.	41 (91,1%)	4 (8,9%)	0
Saya merasa adanya peningkatan pengetahuan tentang strategi <i>digital marketing content</i>	40 (88%)	5 (11%)	0
I feel an increase in my knowledge of digital content marketing strategies.	37 (82,2%)	8 (17,8%)	0
For business success in this modern era, the digital content marketing strategy is more effective than the traditional marketing strategy.	43 (95,6%)	2 (4,45%)	0
Similar educational and training activities must be held for MSME perpetrators for the time to come.	45 (100%)	0	0

The evaluation results in the table above illustrate that 73.3% of participants felt that the method used in the activity made it easier for them to understand the educational and training material provided by the resource persons and instructors. Furthermore, 91.1% of participants felt that the material presented was very easy to understand, so it did not cause difficulties in understanding the material presented. Regarding increasing knowledge, the majority of participants (88%) experienced an increase in understanding and knowledge about digital marketing content strategies.

The majority of participants (82.2%) stated that they felt an increase in their abilities and skills in creating digital marketing content and publishing digital marketing content via social media. This provides skills that can be utilized to increase business success. The evaluation results also illustrate that after the activity, there was awareness and a change in perception about marketing strategies among the

participants. 95.6% of participants realized and understood that digital marketing content is the most effective marketing method compared to the traditional marketing methods they have been using. Education and training programs like this are felt to be very important by all participants. This shows that they have strong motivation to learn new things in order to develop their business so that they achieve success.

CONCLUSION AND RECOMMENDATION

The problems that caused the operation of the MSME group built by BUMDes Nekaf Mese village Oeltua to become unproductive, passive, and even dead (dissolved), illustrate the importance of an effective marketing strategy in supporting the growth and extension of the existing MSME Group, as well as the important role of BUMdes in empowering the group, especially in the modern era today. Digital Marketing Content Training and Education provides participants with new insights on effective marketing methods in the modern marketing era. In addition, these activities can enhance knowledge, skills, and capital for business development and increase competitive advantage.

Through this activity, we found that there is a high level of motivation among the participants to obtain support and empowerment related to the development of the enterprise. For the sustainability of the program, we assess that it is necessary for the collaboration of various parties, such as the government, the business world, and academic institutions, with their respective roles, to contribute through a long-term program so as to create sustainability for the various efforts that have been made to enhance the growth of the existing MSME group.

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