

## Implementation of Smart Management in Optimizing Digital Marketing in MSMES By Bumdesa Sido Makmur

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### ABSTRACT

The development of information and communication technology opens up great opportunities for MSMEs to expand the market through digital platforms. BUMDESa Sido Makmur as a village-owned enterprise has a strategic role in supporting the economic potential of MSMEs through empowerment programs. The MSME products by BUMDESa Sido Makmur have good quality and wide market potential, but are still hampered by limited marketing access and inadequate promotional strategies. This community service activity aims to implement Smart Management through the use of the Shopee and Linktree platforms in optimizing digital marketing for MSMEs by BUMDESa Sido Makmur. This training method involves two main stages, namely a smart management approach through Shopee to improve the quality of data-based marketing and the creation of Linktree to improve the connectivity and accessibility of product information. The results of this training show that the integration of Smart Management with the Shopee and Linktree platforms can have a great positive impact on the digital marketing of MSMEs by BUMDESa Sido Makmur.

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## INTRODUCTION

The development of information and communication technology has opened up great opportunities for MSMEs to expand their markets through digital platforms. Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economy. MSMEs are the backbone of Indonesia's economy, making a significant contribution to the national Gross Domestic Product (GDP), but also providing jobs for millions of people, especially in rural areas. The challenges of MSMEs in rural areas are the lack of access to a wider market and the limitations in the use of digital technology for marketing (Rahayu & Day, 2017)

BUMDESa Sido Makmur as a village-owned enterprise has a strategic role in supporting the economic potential of MSMEs through empowerment programs. The MSME products by BUMDESa Sido Makmur have good quality and wide market potential, but are still hampered by limited marketing access and inadequate promotional strategies. In facing the digital era, MSMEs need a more structured and technology-based marketing strategy through the application of *smart management* to be competitive to increase competitiveness (Masykuri, 2021).

*Smart management* is a business management approach that integrates information and communication technology in all aspects of operations, including marketing, inventory management, and customer service. In the context of digital marketing, *smart management* allows MSMEs to manage online stores more efficiently, optimize product content, and run data-based marketing campaigns. One way to implement *smart management* that is practical and free is through the Shopee and Linktree platforms. The use of the Shopee platform allows MSMEs to take advantage of the various features provided, such as advertising campaigns, promotions, and analytics to increase product visibility and sales (Chaffey & Ellis-Chadwick, 2019). In addition to Shopee, MSMEs can also take advantage of Linktree as part of their *smart management* strategy. Linktree is a tool that allows users to create a single link that can accommodate a variety of other links, such as links to Shopee stores, social media, and official websites. By using Linktree, MSMEs can easily direct customers to various digital platforms, increasing the connectivity and accessibility of product information (Gillin & Schwartzman, 2011).

This community service activity aims to implement *Smart Management* through the use of the Shopee and Linktree platforms in optimizing digital marketing for MSMEs by BUMDESa Sido Makmur. The use of the Shopee and Linktree platforms in *smart management* provides many benefits for MSMEs by BUMDESa Sido Makmur. First, Shopee provides access to a wider market, which allows MSMEs to reach consumers in different regions without being limited by geographical location. Second, Shopee's features, such as paid promotions, flash sale programs, and free shipping, can be used to increase sales and attract more customers. Third, Linktree allows MSMEs to integrate all their digital channels into a single link, making it easier for customers to find product information and make purchases faster (McClure & Seock, 2020). The implementation of *smart management* with the integration of Shopee and Linktree also helps in the operational efficiency of MSMEs. Online store management, stock management, and customer response can be done faster and more accurately. Thus, MSMEs can focus on improving the quality of products and services, while digital management and marketing aspects are handled through an integrated system (Trimi & Berbegal-Mirabent, 2012).

*Smart management* strategy training is expected to make a real contribution to the development of digital marketing strategies for MSMEs, especially in rural areas that have limited access and technological knowledge. The great potential possessed by MSMEs by BUMDESa Sido Makmur, if managed properly through the implementation of *smart management* integrated with Shopee and Linktree, can become a stronger and more sustainable driving force for the village economy. With this program, MSMEs by BUMDESa Sido Makmur are expected not only to be able to compete in the local market, but also to penetrate the national and international markets.

## METHOD

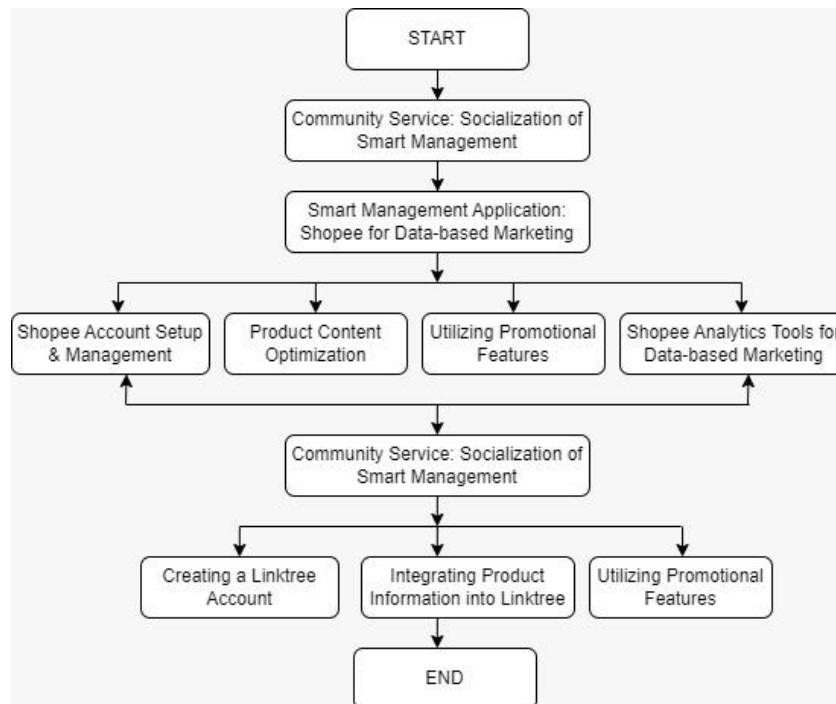


FIGURE 1. Flowchart

Activity The socialization of the implementation of *smart management* in the form of community service was carried out at the Bendowulung Village Hall by involving UMKM by BUMDesa. The application of *smart management* in community service activities optimizes the use of the latest technologies, namely the application of *smart management* through Shopee to improve the quality of data-based marketing and the creation of Linktree to improve the connectivity and accessibility of product information. The application of *smart management* is chosen based on ease of use, practical and free.

1. Implementation of *smart management* through the Shopee platform to improve the quality of data-based marketing

This training covers various aspects, such as creating and managing Shopee accounts, product content optimization strategies, and using promotional features on Shopee. The use of Shopee focuses on optimizing product content and data-based marketing strategies. Implementation of *smart management* also involves the use of analytical tools available on the Shopee Platform to monitor online store performance and identify opportunities for improvement.

2. Linktree creation to improve product information connectivity and accessibility

Creating a Linktree can help MSMEs to integrate all their digital channels into one link, making it easier for customers to find product information and make purchases faster.

## RESULTS AND DISCUSSION

Smart strategies management through the Shopee and Linktree platforms has a significant positive impact on the digital marketing performance of MSMEs by BUMDESa Sido Makmur. The results of implementing *smart management* through the Shopee and Linktree platforms shows that the increase in participants' capabilities in data-based marketing and creating connectivity and accessibility of product

information for easy access. The following are details of the results of activities from each stage of smart management implementation .

1. Implementation of *smart management* through the Shopee platform to improve the quality of data-based marketing

One of the advantages of implementing *smart management* through Shopee is the ability to conduct data-based marketing. Shopee provides analytical tools that allow MSMEs to monitor the performance of their online stores in real-time, including data on sales, visitor traffic, and customer behavior.

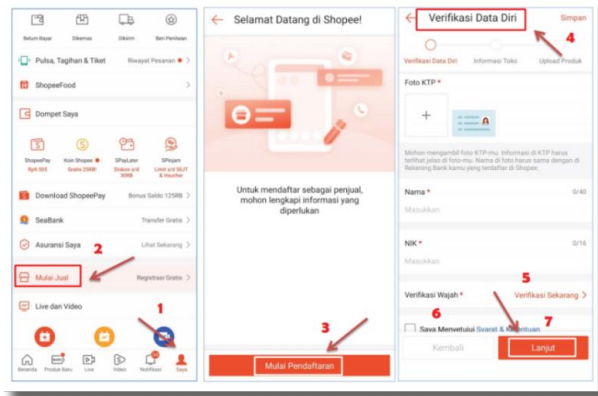


FIGURE 2. Implementation shopee

MSME participants by BUMDESa Sido Makmur take a data-driven approach facilitated by the Shopee platform to make more precise and efficient marketing decisions. Data collected from Shopee's analytics tools provides valuable insights into customer preferences, sales trends, and the effectiveness of advertising campaigns. With this information, MSMEs can adjust their marketing strategies to target more specific audiences, improve the effectiveness of advertising campaigns, and ultimately increase sales conversions.

Data-driven marketing has many advantages, especially in terms of increasing marketing efficiency and effectiveness. Through a better understanding of consumer behavior, MSMEs can optimize advertising budget allocation, target the right market segments, and refine product offerings. It also allows MSMEs to respond to changing market trends more quickly, maintaining product relevance in a dynamic market (Kotler & Keller, 2016; Chaffey & Ellis-Chadwick, 2019).

2. Linktree creation to improve product information connectivity and accessibility  
Linktree serves as a bridge that connects various digital platforms owned by MSMEs. By providing a single link that directs customers to various sources of information.



FIGURE 3. Implementation linktree

MSME participants by BUMDESa Sido Makmur created Linktree to improve accessibility and Connectivity in building customer engagement is key to success in an increasingly competitive digital marketing environment (Gillin & Schwartzman, 2011). Providing easily accessible and integrated information through smart management systems offers significant benefits to MSMEs, such as enhancing operational efficiency, speeding up order processing, and increasing customer satisfaction. This is supported by Bharadwaj et al. (2013), who highlight the importance of digital business strategies for achieving competitive advantage, and McAfee et al. (2012), who demonstrate how big data and integrated management systems optimize decision-making processes. Additionally, Porter & Heppelmann (2014) emphasize that smart, connected products strengthen customer interactions and product innovation, enabling MSMEs to allocate more resources toward business development (Trimi & Berbegal-Mirabent, 2012). By leveraging digital technology and integrated management systems, MSMEs can focus more on product innovation and development, thus enhancing market competitiveness.

## CONCLUSION

The results of implementing *smart management* through the integration of the Shopee and Linktree platforms at BUMDESa Sido Makmur have shown positive and promising results. This approach not only increases sales of MSME products but also provides significant operational efficiency. With this success, this smart management model can be used as an example that can be adopted by MSMEs in other regions that face similar challenges in digital marketing. The use of appropriate and data-based digital technology is the key to the success of MSMEs in competing in an increasingly competitive global market.



FIGURE 4. Photo together

Activity devotion to the community that has implemented has succeed reach the purpose in optimizing digital marketing in UMKM by BUMDESa Sido Makmur . The participants get Spirit For improving the quality of data-based marketing through the Shopee platform and creating Linktree to increase the connectivity and accessibility of product information.

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