

Increasing Digital-Based Marketing in the Micro Business of Clothing Tailor Nia Pekanbaru

Firmansyah, STMIK Dharmapala Riau

Irsyadi Zain, STIE Persada Bunda

Email: firmansyahtanjung1986@gmail.com

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Abstract

The development of information and communication technology is currently very rapid, almost every field of human life is dealing with information and communication technology, such as the social, political, cultural and economic fields; including in buying and selling transactions of society to be faster, easier and safer. People who want to buy their necessities of life only trade on digital or application-based. Based on the activities that have been carried out, namely training through digital marketing workshops for business actors, it can be concluded that this community service activity has been successfully carried out in a useful manner and in line with the goals of community service. This success is evidenced by the enthusiasm of business actors through an interesting question and answer process

Keywords: *Digital Based Marketing*

Abstract

The development of information and communication technology today is very rapid, almost every field of human life is faced with information and communication technology, such as the social, political, cultural and economic fields; including in the buying and selling transactions of the community to become faster, easier and safer. People who want to buy their necessities only trade digitally or app-based. Based on the activities that have been carried out, namely training through digital marketing workshops for business actors, it can be concluded that this community service activity has been successfully carried out in a useful manner and in line with the goals of community service. This success is evidenced by the enthusiasm of business actors through an interesting question and answer process.

Keywords: *Digital-Based Marketing*

Introduction

The development of information and communication technology today is very rapid, almost every field of human life is faced with information and communication technology, such as social, political, cultural and economic fields; Including in people's buying and selling transactions to become faster, easier and safer. People who want to buy their necessities only trade digitally or app-based.

The phenomenon that has been described above is called electronic commerce or in other words called *e-commerce* (Central Statistics Agency, 2019). The *e-commerce* phenomenon provides a shopping experience to consumers only with their gadgets without the need to come directly to the store owner to make buying and selling transactions. This of course provides benefits, convenience, and a pleasant shopping experience for buyers and sellers. Electronic commerce or *e-*

commerce certainly has a good impact, but according to a survey conducted by the Central Statistics Agency, 2019 shows that e-commerce with a sample of 3,504 Census Blocks spread across 101 districts/cities in all provinces in Indonesia in 2019, of all the efforts carried out for data collection, only 15.08% are *e-commerce* businesses. This shows that businesses carried out through the internet in Indonesia are still relatively low, businesses in Indonesia are still dominated by conventional types of businesses (Erik, et al., 2022).

The development of *e-commerce* shows a shift from conventional to digital-based. The use of *e-commerce* is very useful in marketing development. According to Sanjaya and Tarigan (2009), *digital marketing* is a marketing activity including branding that uses various media. For example, blogs, websites, e-mails, adwords, and various kinds of social media networks.

The partner problem that is the focus is related to how to improve marketing by increasing digital-based sales, some business actors in this region have been registered in IUMKM (Micro, Small and Medium Business Permit), while some others have not been registered. This permit adds to the selling value of the products marketed. Some of these community services have been carried out by Susanti (2020), with the results being Based on initial identification, it is known that MSMEs in Sayang Village need development in business using technology in order to compete with new businesses that come from immigrants. The condition of MSMEs in Sayang Village shows that MSMEs still use simple technology in marketing, namely using mobile phones and dominated by WA and FB media. In fact, there are still many MSMEs that run their businesses offline without the help of technology. Thus, the efforts made are with entrepreneurship education in doing business online and training on the use of technology in product marketing (using grab food and go food). The results of the training show that business actors are very positive about this activity, providing benefits and inspiration, so they have a follow-up plan to run a business online.

Method

This community service was carried out at the Nia Sewing Business in Pekanbaru. The method used in this community service is a workshop. The implementation of this community service lasted for 2 days, with the following details:

Table 1. Stages of Service Implementation

Implementation Stage	Activities
First	Manufacturing of pre-post test instruments
Second	Instrument provision (Pretest) Assignment as a form of practice or direct application of the material that has been given
Third	Providing advanced materials related to digital-based marketing
Fourth	Closing

Results and Discussion

The workshop was carried out face-to-face or directly to the place of business. The purpose of the workshop is to improve digital-based marketing. The material provided by the speakers is adjusted to these objectives. In the course of this workshop, the materials were presented by 2 speakers.

On the first day of the material was delivered by Firmansyah, S.E., M.Si. In this section, the Pre-Test filling was carried out through the Google form followed by the delivery of material regarding the definition, benefits, theories and differences between digital marketing and traditional marketing delivered by Irsyadi Zain, S.E., M.E.

On the second day, the material was about advanced delivery about digital marketing and continued with a second question and answer session consisting of 5 questions. The following are photos of community service activities:



Conclusion

Based on the activities that have been carried out, namely training through digital marketing workshops for business actors, it can be concluded that this community service activity has been successfully carried out in a useful manner and in line with the goals of community service. This success is evidenced by the enthusiasm of business actors through an interesting question and answer process.

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