Online Marketing Education and Application Development for MSMEs in Buah Batu District Bandung

Edukasi Pemasaran Online dan Pengembangan Aplikasi Bagi UMKM di Kecamatan Buah Batu Bandung

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ABSTRACT

In today's fast-paced world of information and technology, it's impossible to do anything without a connection to the internet. Due to the rising level of competition in the market, small and medium-sized businesses (SMEs) that are owned and operated by business people need to make use of digital media to raise their brands' visibility and hence their competitiveness. In order to help MSME actors in Buah Batu District continue to grow and develop, the mentorship program for selected partners aims to assist them in developing innovative goods. The MSME actors in Buah Batu District are likely to benefit from assistance related to the district's online web platform, which has been established. It has been determined that in order to help MSME actors (including those designing product labels and packaging) learn about online marketing, the team will offer online marketing education workshops. They will also develop a better product website, integrate the site with helpful applications, and create an updated database system that can be relied upon.

Keywords: Application development, MSMEs, online marketing, online marketing education

ABSTRAK

Di dunia informasi dan teknologi yang serba cepat saat ini, tidak mungkin melakukan apa pun tanpa koneksi ke internet. Dengan meningkatnya persaingan di pasar, usaha kecil dan menengah (UKM) yang dimiliki dan dioperasikan oleh para pelaku bisnis perlu memanfaatkan media digital untuk meningkatkan visibilitas merek mereka dan, sebagai hasilnya, daya saing mereka. Dalam rangka membantu para pelaku UMKM di Kecamatan Buah Batu untuk terus tumbuh dan berkembang, program pendampingan kepada mitra terpilih bertujuan untuk membantu mereka dalam mengembangkan barang-barang inovatif. Pelaku UMKM di Kecamatan Buah Batu kemungkinan besar akan mendapat manfaat dari bantuan terkait dengan platform web online kabupaten yang telah dibentuk. Ditentukan untuk membantu para pelaku UMKM (termasuk yang mendesain label dan kemasan produk) belajar tentang pemasaran online, tim akan menawarkan lokakarya pendidikan pemasaran online. Mereka juga akan mengembangkan situs web produk yang lebih baik, mengintegrasikan situs dengan aplikasi yang bermanfaat, dan membuat sistem basis data yang diperbarui yang dapat diandalkan.

Kata kunci: Edukasi pemasaran online, pengembangan aplikasi, pemasaran digital, UMKM

INTRODUCTION

With the fast advancement of information and communication technology, almost every aspect of everyday life for people of all ages is now dependent on the internet. With a limited amount of time and the convenience of the internet, it is simpler for customers to locate numerous items and services they need through the internet (Zain et al., 2017). To succeed in today's highly competitive market, every small and medium-sized company operated by business people must take advantage of this digital media to increase product brand recognition (Vernia, 2017).

The Buah Batu District is a government, business, and development, education, and social, as well as security and order, entity that serves the community. Margasari Village, Cijawura Village, Sekejati Village, and Jatisari Village are the four subdistricts of Buah Batu Subdistrict. 373 RT and 55 RW are dispersed among Buah Batu District's four sub-districts. For Buah Batu, the goal is to "Realize Buah Batu Subdistrict as a Ready *Pisan* District". *Pisan* is a term that refers to someone who is ready to take on a variety of roles and responsibilities. What the vision of the Buah Batu sub-district means and how important the Subdistrict government management is need to be realized in this manner. Sub-district institutions play an important role in the delivery of public services because they are committed to meeting the needs of the local community and upholding the values of good governance, high quality, and excellent customer service. Figure 1 shows a map of the Buah Batu sub-district, as seen here.
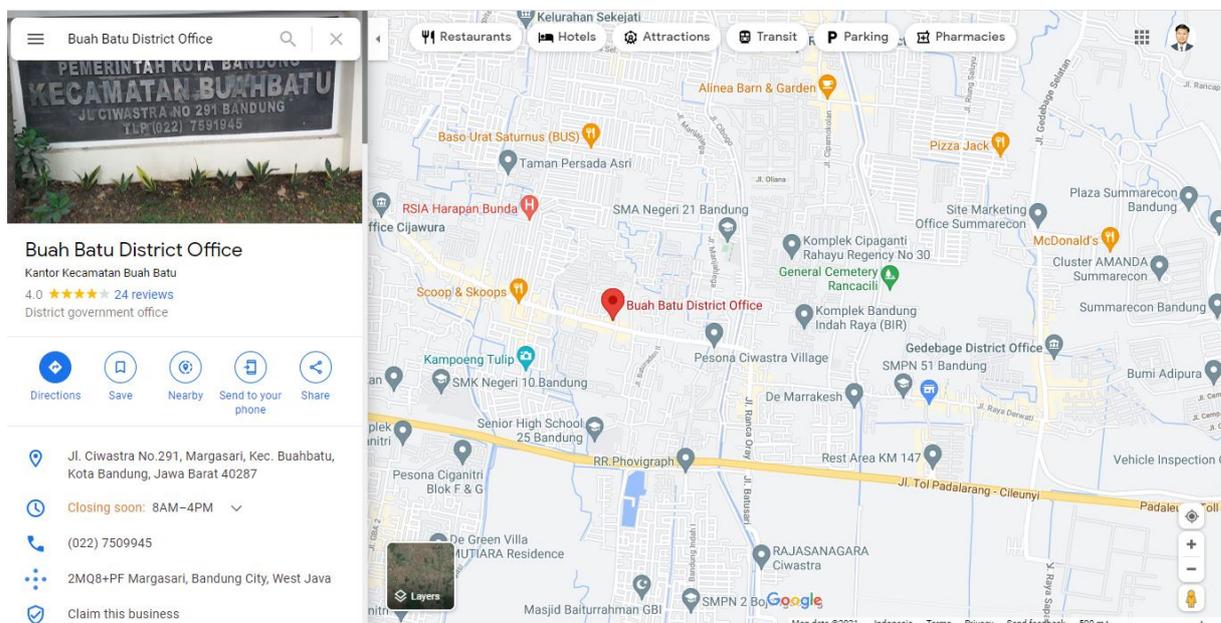

Figure 1. Regional Map of Buah Batu District, Bandung

Source: https://goo.gl/maps/RGarA3tq1iEWNDJb8 (2022)

Micro, small, and medium-sized companies (MSMEs) have a lot of potential in Buah Batu sub-district (MSMEs). According to statistics acquired from the Buah Batu District, there are 189 MSMEs that fall into three product categories, namely goods, services, and processed products, with a total workforce of 189 employees. It is estimated that there are 96 MSMEs in Buah Batu District. The distribution of MSME data in the district is divided among four villages: Sekejati village has 23 MSMEs, Margasari village has 55 MSMEs, Cijawura village has 15, and the village of Kelurahan Jatisari has 96 MSMEs. Its exceptional goods are numerous, ranging from culinary and convection to information technology (IT), building services, travel and shipping, and a range of high-quality handicrafts such as knitted and painted garments, organic soap, and recycled items. repeat. The residents of Buah Batu are professionals in the creation of works that have the ability to provide income for their family.

Via the optimization of social institutions, Buah Batu District aims to arrange different coaching for its inhabitants, constantly encouraging them to be self-sufficient through entrepreneurship. Among Buah Batu District's efforts in promoting MSMEs is the Division of Economics and Development's on-going advice. The end outcome will be of higher quality and perform better as a consequence of this. Local micro, small, and medium businesses (MSMEs) in Buah Batu District are partnering with professors from several institutions in an effort to improve their business acumen, as well as their understanding of how to manage a firm. The goal is to empower small and medium-sized enterprises (SMEs) to take the reins of their own company development and expansion, including exporting outside the city limits to other countries.

Based on the results of interviews with representatives of Buah Batu District, Bandung, represented by the Camat Secretary, there are several problems faced and will become issues and focus of service, which are described as follows: (1) MSME players in Buah Batu District have a poor grasp of web marketing; (2) The competence of MSME actors is not yet qualified regarding promotion on digital media; (3) Local MSME products in the area of Buah Batu District are not yet known; (4) In Buah Batu District, there isn't even a single website or app that showcases high-quality merchandise that can boost the value of MSME goods' brand equity and competitive advantages; and (5) Buah Batu Sub-Economic District's Development Section Head has no plans to monitor and promote MSMEs in Buah Batu Sub-District.

In the Buah Batu District of Bandung, UMKM produces a variety of items that may be utilized as tourism attractions for both local and international visitors. Because of this, the team decided that these MSME items couldn't compete with comparable products in terms of quality; for example, quality, labeling, packaging, product design, and so forth. Our team took the initiative to conduct training for MSME actors so that the product would have value and compete with comparable items.

Nowadays, in the age of the internet, websites play a critical function. It is intended that the website will provide the public with all of the information they need (Jonathan & Lestari, 2015). Interviews with residents of Buah Batu Subdistrict revealed that the district's website had not been connected with a number of supporting apps, requiring website visitors to open a number of other websites and applications in order to do so. The team tried to address these issues by integrating a number of relevant apps and websites. We need an assistance to maintain and develop database system. It's possible to get help from the group that has an experience of issues with website's operation, in order to make the website more user-friendly, including a variety of applications.

The team aims to help MSME actors by providing online marketing education workshops, creating a better product website, integrating the website with supporting apps that make it simpler for users, and creating a trustworthy and reliable database system upgrades. A survey conducted by MSME actors in Buah Batu Sub-district found that workshops on online marketing strategy education, which may help businesses change their product, price, location, or distribution strategies, as well as promotions, should be held to help MSME actors. High credibility, product and brand growth, and online marketing helped by Search Engine Optimization (SEO) are some of the advantages that may be gained via the MSME product website (Pratomo et al., 2019). As a result, website administrators may study and manage what visitors see and how they interact with the site, allowing the MSME market share to expand globally, not just domestically, as a result of the greater market coverage (Sudaryanto & Wijayanti, 2014).

METHODOLOGY

Action research is often referred to as PAR or participatory action research (cooperative action), used as an exploratory method. Action research is the process by which social groups seek to examine their problems scientifically to guide, improve, and evaluate their decisions and actions (Husni, 2020). In essence, PAR is a survey that actively involves all relevant parties (stakeholders) to review current activities (there are problems with their own practices), with the aim of making changes and improvements for the better. To do this, they must critically reflect on history, politics, culture, economics, geography, and other related backgrounds. The essence of Bible studies is that we need to make the changes we want.

In Bandung's Buah Batu District, the MSME actors are the focus of this community service project. The next steps outline the location where the action took place. Team coordination was the first activity that took place at Telkom University's Faculty of Applied Sciences. There were conversations on training preparation, assessment of activity outcomes, and discussion of analytical and application development and evaluation findings. An additional set of activities was carried out at Buah Batu District Office: data collecting via surveys and interviews, data requests and coordination of training participants, and analysis of functionality needs. At the Balai Kecamatan Buah Batu Bandung, situated in Margasari, Buah Batu, Bandung, West Java, the next events in the form of training and workshops would take place.

FGD activities were used to gather data in the implementation of community service that had taken place. An overview of the present situation necessitates the collection of data (existing), As a result, the author interviewed the subdistrict head and the relevant division head, and performed a Focus Group Discussion (FGD) (Harinie et al., 2020). In addition Table 1 describe the implementation method such as training activities, seminars, counseling, mentorship, and socialization of the use of technology were also carried out by the organization.

Table 1. Implementation Method

Activity Plan	Approach Method	Partner Participation
1. Provide online marketing education training and workshops. 2. Provide product design and packaging workshops. 3. Provide website management training for MSME actors. 4. Build a website that is integrated with several applications. 5. Build applications or websites that make public services more effective	**Focus Group Discussions** 1. FGD profiles of SMEs and target communities. 2. FGD on the problems faced by each target community. 3. FGD needs features or functionality that must be owned by the UMKM website in Buah Batu District. **Training/Workshop** 1. Online marketing education training for MSME actors. 2. Workshop on product design and packaging. **App Socialization** 1. Dissemination of the use of the website or application to interested parties.	1. Resource persons to obtain data and identify problems faced by each target community. 2. Web-based application testers use the User Acceptance Test (UAT) method; 3. Training participants for online marketing strategy development and packaging product design workshops. 4. As a participant in the socialization of the use of the superior product website platform. 5. Implementing the results of the workshop on MSME products.

Source: Modification by Researchers (2022)

A service-learning strategy was applied in this community service engagement. As a means of overcoming the difficulties experienced by the target partners, as well as addressing the practical demands of the aided communities, the three phases of the pre-assistance, implementation, and mentoring stages will be discussed in detail based on Figure 2. a review of the mentoring process. Bandung's Buah Batu District's small and medium-sized enterprises (SMEs) are the focus of this service activity.
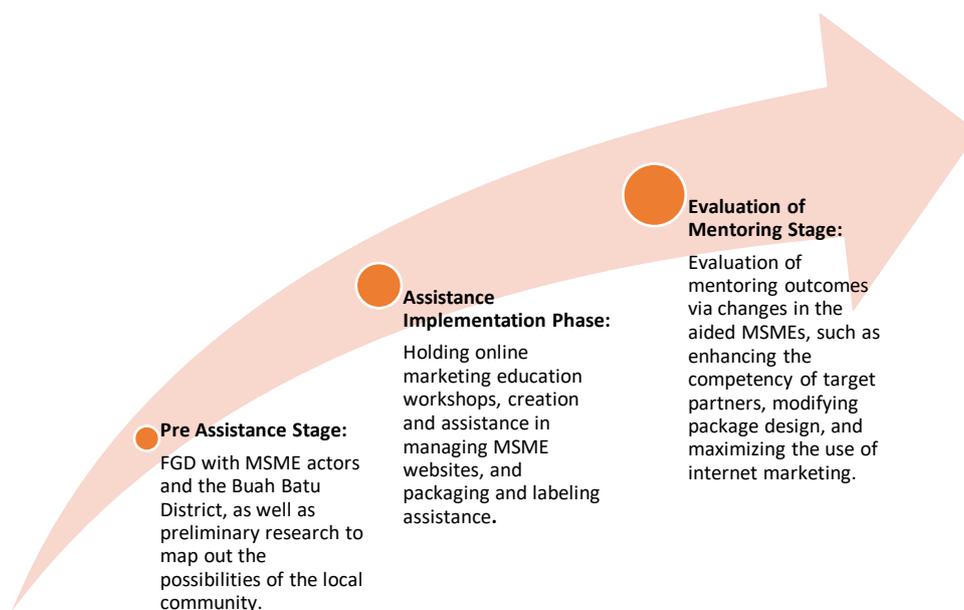
Figure 2. Stages of the Community Service Activity Process

Source: Modification by Researchers (2022)

FGDs (focused group discussions) and pre-research (initial identification) were employed by the team to conduct pre-assistance activities with representatives of MSME players and Buah Batu District. The next step was to put mentorship into action. A key aspect of our aid was providing online marketing courses and assistance with packaging and labeling for our target partners. Several samples of well-designed items (packing and labeling) were provided to MSME actors in Buahbatu District who had not yet creatively used digital marketing tactics on their products as part of this project. Aside from that, the group would aid in the administration and development of MSME websites. Target partners were also given a question and answer session at this point regarding issues they had while implementing an online marketing education plan for small and medium-sized enterprises (SMEs).

The last step was the mentoring assessment stage, in which the team examined the outcomes of the mentoring by modifying the package design and maximizing the usage of internet marketing methods in the aided MSMEs.

RESULTS AND DISCUSSION

Pre Assistance for SMEs

The pre-assistance of MSME actors started with the collection of data via focus group discussions (FGD). By conducting interviews and conducting focus group discussions (FGDs) with MSME players in Buah Batu District, we got an understanding of present circumstances (existing). Thus, the group was able to collect the following information: (a) profiles of small businesses and their customers; (b) each target community's actual challenges; (c) MSME actors' potential for mapping; (d) for the Buahbatu sub-district website's comprehensive and integrated data management, as well as community profiles, functionality elements were required.

They already knew how to advertise their items in Buah Batu District, Bandung, Indonesia. It is true that creative digital marketing activities such as improvised package designs, incorrect labeling requirements and the absence of digital media in marketing activities have not completely executed marketing activities owned by target partners' capabilities. The ability of Buah Batu District MSME players to sell their goods online, particularly through the media website, was also lacking at this point.

There are numerous potential alternatives that are projected to be beneficial to both Buah Batu District Office and its whole community, based on the current scenario and challenges experienced by partners. Alternatively, there are three options: (1) Educate MSMEs in Buah Batu District, Bandung, about internet marketing. (2) The Buah Batu District in Bandung, Indonesia, has a need for product design and packaging workshops. (3) To help MSME actors in the Buah Batu District, Bandung, and to construct a website that is connected with numerous apps that may make it simpler for users to access.

Implementation of MSME Assistance

MSMEs were offered online marketing strategy and promotion aid as well as package design support and website administration assistance in this service activity, which was aimed at helping MSMEs. For the purpose of enhancing the competitiveness of high-quality goods in Buah Batu District, an online marketing education session was held (the effidence can be show in Figure 3). Workshop participants learned about internet marketing tactics for Buahbatu District-based MSME players, which might help them improve their goods' competitiveness and increase market share. It is possible for target partners to make items that can compete with other products and hence have a better selling value, as well as to create digital promotional media like social media profiles and marketplaces for MSMEs. The program also included a product design session (packaging and labeling). As the quality of product design and packaging improves, MSMEs in Buah Batu District are able to compete with rival items because their packaging is more appealing and meets industrial packaging requirements.

Figure 3. Implementation of Online Marketing Education Workshop for MSMEs

Source: Documentation by Researchers (2022)

The following (in Figure 4 and 5) are the outcomes of this workshop. Small business owners will have a better understanding of how to promote their products and services online using social media and other forms of digital media. Aside from social media and the Tokopedia and Shopee marketplaces, small and medium-sized enterprises (SMEs) are also encouraged to use a variety of digital marketing tactics. They have improved their understanding of package design for MSME goods and the components that must be included in packaging for MSME products, as well as providing feedback on packaging for MSME products. the. The following graphic shows some of the package design inputs offered by the team for a variety of MSMEs.

Figure 4. Bundee Kitchen Product Promotion Flyer Design Before and After Mentoring

Source: Documentation and Modification by Researchers (2022)
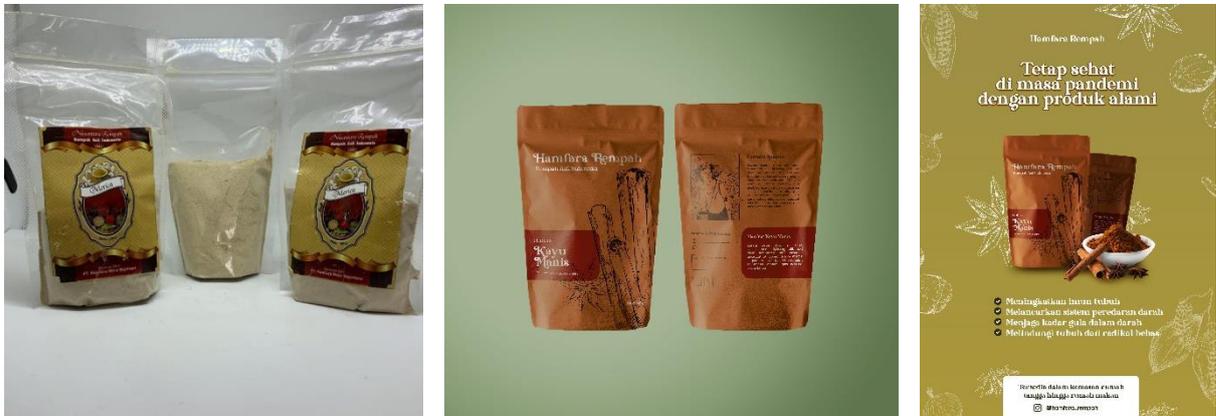
Figure 5. Hamfara Spice Packaging Design Before and After Mentoring

Source: Documentation and Modification by Researchers (2022)

In addition, seminars, counseling, and technology socialization were all part of the team's mentorship efforts as well. The team assisted MSME actors in the Buah Batu District Bandung, in maintaining their websites and other online marketing platforms so that their abilities would be more trustworthy and better (Darnis & Azdy, 2019). The form of implementation of website management assistance that was held included the following steps. (1) Accordingly, a thorough description and analysis of every step in a company's operation was conducted as a baseline for determining what features a website should have or how it should perform, in order to identify the existing difficulties and provide a basis for future improvements; (2) Design activities were carried out to design databases, model functionality, and design or design interfaces; (3) Website documentation and implementation were also included in this part of the project. At this point, the team began developing the software to create a website using the previously created design; (4) To check that an application was working or not, it was put through a series of tests; (5) Documentation was done on the website to obtain manuals for its use; (6) The app's functionality was made more accessible to the general public. Training and ensuring that all users can utilize the program and website is the aim of our team. (Purwana et al., 2017). Furthermore, Figure 6 reveal the activity of team in conduct socialization to the parties who have an interest. Users will find it simpler to use the Buah Batu sub-website, district's which is connected with other websites and apps. Furthermore, the results of this community service have improved the ability of MSME actors in Buah Batu District to construct and manage websites and design websites for better items from MSME products.
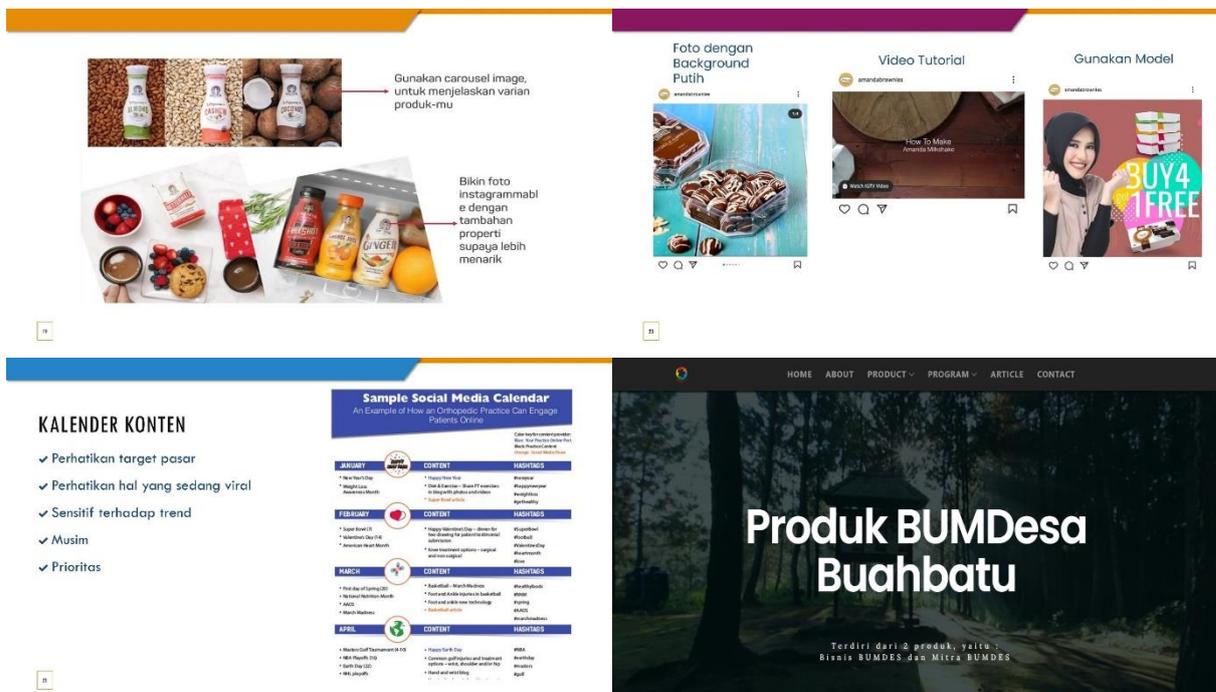
Figure 6. Assistance in Website Management and Online Marketing Platform

Source: Documentation and Modification by Researchers (2022)

Evaluation of MSME Assistance

The following presentation discusses in detail how community service activities compared to the total outcomes attained in Table 2.

Table 2. Evaluation of Implementation Results

No.	Pre Assistance	Implementation Assistance	Mentoring Evaluation
1.	No expertise in online marketing of MSME products.	Provide assistance to increase insight and expertise in online marketing.	90% of participants have understood and have a working knowledge of web marketing strategies.
2.	SMEs' poor product design (packaging and labelling).	Provide assistance regarding product design, so that the packaging and labeling are in accordance with industry standards.	86% of participants understand and have expertise in designing MSME products.
3.	Lack of ability to manage online marketing platforms.	Provide assistance related to online marketing platforms (website management) for MSME actors.	75% of participants are capable of managing a website in the real world.

Source: Modification by Researchers (2022)

A shift in thinking among the MSME players in Bandung's Buah Batu District has taken place from the early use of traditional marketing strategies. After the mentoring was carried out, MSME actors implemented online marketing education strategies in the midst of advances in technological developments as they are today. As a result, small and medium-sized enterprises (SMEs) could improve (upgrade) package designs that were previously less attractive and according to standards to be more optimal. Then through assistance in the field of website platforms, MSME actors become more capable in managing websites and online media marketing in Buah Batu District.

Discussion

Small and medium-sized businesses (SMBs) are well-versed in company administration and product promotion. MSME players, on the other hand, often struggle with the implementation of internet marketing strategies and the creative design of goods. In addition, the Buah Batu sub-website district's showcasing MSMEs' excellent items had previously been poorly managed.

There were a number of substantial improvements in the sales of superior goods in each MSME after the execution of the mentorship program for targeted partners. By using social media and sales websites, as well as e-commerce to promote better goods, the MSME players have established an online marketing education plan (Prasanna et al., 2019). To be successful in online marketing, companies must have a solid foundation of knowledge, including a grasp of how to effectively communicate their products over the internet and a familiarity with their target audience that can only be gained by experience in the field (Villanova et al., 2021). In order to convey this information, MSME entrepreneurs must take the initiative and be ready to keep up with the latest global trends and developments (Sudaryanto & Wijayanti, 2014). The present market position, market demand, and current trends must be sought out by business practitioners in order to be successful. With the advancement of technology, an increasing amount of data can be retrieved quickly and readily through the internet (Dora & Saudi, 2020). MSME businesses must be aware that, despite the numerous chances to grow their firm, the level of competition is also increasing (Hapsoro et al., 2019). Consequently, the pursuit, analysis, and implementation of a company plan are critical activities for each entrepreneur. As a means of implementing online marketing education methods, it is critical that MSME players get assistance from the government and other relevant entities.

In addition, a session on the correct packaging of MSME's excellent goods led to a rise in sales. For a variety of reasons, many Buah Batu District MSME goods are still tough to compete with. This is really due to the various difficulties experienced by small and medium-sized enterprises (SMEs). The omission of information on the significance of product packaging in the promotion of high-quality goods is one of them (Rizkavirwan & Erica, 2020). In reality, majority of the mentoring participants (SMEs) still undervalue the importance of packaging in their businesses. In many cases, they fail to pay attention to the product's packaging, which diminishes the product's economic worth. Consequently, many MSME items aren't doing well on the market. The lack of a business unit capable of handling small batch packaging exacerbates the problem (Azam & Abdullah, 2020). In order to make their product packaging more beautiful and sellable, MSME actors are unsure of the best course of action. An MSME's profit may really be increased by inventive and imaginative product packaging (Barovih & Nurussama, 2018). According to prior research, industry participants, particularly MSMEs, should consider improving the value of the product brand via the design of packaging (Erlyana & Nadya, 2020). For this comparison, the first test (pre-test) results are compared to the results of the second test (post-test) where the product is provided action on the packaging when it is delivered in the same packing, but in a more aesthetically appealing form, aesthetically pleasing and functionally sound with vastly differing consequences in terms of value. As far as brand value is concerned, only the product's aesthetics are evaluated at the initial stage of development. In the second experiment, the brand value of a product is influenced by both its aesthetic and functional characteristics.

From a business management perspective, digitizing small and medium enterprises (SMEs) is indeed a promising solution. However, it must be acknowledged that preparing and ensuring MSMEs participate in the digitization process is not an easy task. MSME actors may face various obstacles as they adapt to the digital ecosystem (Sari et al., 2016). The majority of MSME players still only focus on direct or offline sales techniques, despite geographical conditions which are generally unacceptable as well as limited infrastructure and connectivity barriers. Given that there are still opportunities, challenges and obstacles that could potentially arise for small businesses, the approach to consumer behavior must also be approached creatively (Wulandari et al., 2020). So that MSME actors can survive and even grow in the future. Like it or not, MSME actors must try to learn to recognize and place themselves in the digital ecosystem (Setia, 2018). MSMEs must not only be accustomed to

participating in the digitalization process in the marketing sector, but also prevent the potential failure of MSMEs in the digital economy.

For MSME players in Buah Batu District, assistance with the online web platform that has been installed is anticipated to give basic skills on how to operate websites. Internet users' capacity to discover information is unaffected by the interface they use, according to past study (Senkevitch & Wolfram, 1997). Based on previous study, it is true that technology costs are dropping. But despite this, most small and medium-sized businesses continue to be expensive due to budgetary restrictions and a lack of knowledge with personal computers (Senarathna et al., 2018). Even so, longer-term use of an online web platform's resources will provide superior outcomes. The level of trust users have in different tools is influenced by the degree of variety in each resource. The disparities in user opinions across groups lessened with time, according to follow-up evaluations.

CONCLUSIONS

Targeted partners in Buah Batu District will benefit from this mentorship program designed to help MSME actors in the area create better goods and expand. This mentorship program teaches small- and medium-sized businesses (SMEs) how to creatively advertise their goods utilizing internet marketing and social media, such as WhatsApp, Facebook, Instagram, and other platforms. They have also been able to generate package and labeling designs that are both visually appealing and in conformity with industry requirements. Apart from implementing higher education's tridharma, this mentoring activity has enabled government initiatives to encourage MSME actors to be competitive so that they may flourish the surrounding community. Website management workshops that were delivered to target partners as part of this help, may also be used to facilitate digital transactions outside of the social media and marketplaces that have been established in this community. Target partners also need sophisticated website maintenance help as well as the integration of apps and websites that have not been included in this project. There are limited theoretical implications due to the design to the Buah Batu District's MSMEs, but it can be applied to the specific district. This study's findings and conclusions cannot be applied to other MSMEs districts. As a consequence, more MSMEs districts should do research on this topic.

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