



## Digital Marketing Assistance for MSME Members of the Aisyiyah Branch Leadership (PCA) Colomadu Karanganyar

<sup>1</sup>Daryono Subagyo, <sup>2</sup>Siti Aisyah, <sup>3</sup>Handy Nugraha, <sup>4</sup>Rina Trisnawati, <sup>5</sup>Mujiyati,

<sup>6</sup>Eni Setyowati, <sup>7</sup>Keisha Jenny Maulida Nugraha, <sup>8</sup>Firliana Rizky Ramadhina

<sup>1,2,3,4,5,6,7,8</sup>Universitas Muhammadiyah Surakarta

email: <sup>1</sup>daryono\_soebagyo@ums.ac.id, <sup>2</sup>sa150@ums.ac.id, <sup>3</sup>handy.nugraha@ums.ac.id,

<sup>4</sup>rina\_trisnawati@ums.ac.id, <sup>5</sup>muj233@ums.ac.id, <sup>6</sup>es241@ums.ac.id, <sup>7</sup>l200234018@student.ums.ac.id,

<sup>8</sup>b300220089@student.ums.ac.id

### ABSTRAK

This community service is carried out based on the problems faced by the Aisyah Branch Management (PCA) Colomadu Karanganyar, Central Java. The target audience needs digital marketing assistance support for members who have micro and small businesses. The problems faced by partners are the lack of complete data on the PCA Colomadu UMK profile and the lack of UMK capabilities in conducting digital promotions. The purpose of this community service activity is 1. to help the target audience in branding UMK through digital promotions, 2. Helping partners find marketing strategies that are in accordance with UMK conditions, 3. Assisting partners in improving skills to create attractive promotions, 4. Supporting partners to be able to achieve UMK performance improvement targets. The methods used in this activity are the Focus Group Discussion method, direct practice, training, and assistance. The expected output of this community service is a publication article in a journal, documentation that will be uploaded to online or offline media.

Keywords: digital marketing, UMK, FGD

## 1. Introduction

Along with technological advances, business trends are becoming increasingly diverse. One of them is the digital marketing trend. Digital marketing is an activity of marketing or promoting a brand or product using digital media or the internet. The goal of digital marketing is to attract consumers and potential consumers quickly. As is known, the acceptance of technology and the internet in society is very broad, so it is not surprising that digital marketing activities are the main choice for companies. As a result, companies compete with each other to create interesting content to display in their marketing in cyberspace. In this digital era (Industry 4.0), businesses must keep up with the times in order to survive. The rapid growth of internet and telephone users is a potential for the national digital economy. This is an opportunity and challenge for the business world to compete and gain market share in each segment. Market share is one of the business strategies that must be carried out by every business because market share can also be used as a benchmark in determining the success of a business in dominating the market. An ineffective business strategy will bring losses to business actors (Riwoe & Mulyana, 2022).

This is a big challenge for MSMEs who sell products only from physical stores. The impact of the industrial revolution 4.0 will certainly have a major impact on MSMEs who are not yet technology literate. MSMEs that still sell manually will certainly be crushed by the presence of e-commerce which actively attracts customers to shop online, especially during a pandemic like today. However, MSMEs can compete if they are able to expand their marketing with the following steps: MSMEs must be "technology literate", MSMEs must master online marketing, MSMEs are able to switch to e-commerce and MSMEs must have a special website (Riwoe & Mulyana, 2022).

The education provided to partners has a positive impact on partner knowledge about

marketing digitalization and its benefits for product sales and expanding marketing reach. This is shown by the increase in the initial and final evaluation values of socialization activities. as MSME actors regarding the use of digital marketing technology for sales efficiency.

The education provided regarding online media that can be used for digital marketing by partners received a positive response and results with increasing partner understanding of various types of digital marketing platforms that can be applied to their business. Sales turnover also tends to increase. Partner trust in online media as a place to market their products has increased, as evidenced by the increasing number of online media implemented by partners in marketing, namely WhatsApp with business accounts, business Instagram, Facebook; and the use of Google Maps to make it easier for consumers to find the location of the partner's business (Noer et al., n.d.)

Mentoring for young entrepreneurs is carried out through two methods, namely online and offline mentoring. Mentoring with online methods provides non-economic benefits to young entrepreneurs, including: 1) Providing entrepreneurship knowledge, 2) Motivation to open a business unit, 3) Increasing self-confidence, 4) Increasing understanding of business management concepts, 5) Providing practical and technical input for managing business units. Mentoring young entrepreneurs with offline methods provides economic benefits: 1) Young entrepreneurs are able to open new business units, 2) Young entrepreneurs have additional income from business profits, 3) Creating new jobs so that they can improve the economy (Nathasya et al., 2023)

With the existence of training programs and direct digital marketing practices in PKK group MSME businesses, sales will increase. The application of PKK group MSME businesses on Google My Business will be easier to recognize and search for on search engines or the internet (Google). The existence

of WhatsApp Business makes it easier to create catalogs and offer products to consumers. The support of sustainable empowerment programs and government support greatly encourages MSMEs to scale up at the micro level (Mudrikah & Rizky Angga Pramuja, 2022).

Community service programs are expected to be a solution for business actors to start a business with low risk, where business actors will be equipped with the ability to open online stores in several existing marketplaces. This program also has the advantage that training participants can start a business with very minimal capital and get big profits, for example becoming a dropshipper, reseller or supplier in the marketplace (Riyanto et al., 2022).

In developing e-commerce, MSMEs can take advantage of existing e-commerce platforms such as Tokopedia, Shopee, Bukalapak, and can also create their own digital marketing accounts such as Google My Business. Through this platform, MSMEs can access a larger market and gain new customers. In addition, the use of digital marketing strategies such as SEO, SEM, social media, and email marketing can help increase the visibility and sales of MSMEs on e-commerce platforms. In this case, proper mentoring and training for MSMEs is essential to understand digital marketing strategies and implement them correctly. Such devotion can help strengthen the local economy by improving the quality of products and the competitiveness of MSMEs in the increasingly competitive digital market.



Figure 1. Cake of UMK PCA Colomadu members

PCA Colomadu has been established since 1986. In 2024, there were around 600 active members spread across each village. The PCA management structure consists of Advisors, Chairperson, Vice Chairperson, Secretary and Treasurer. The fields in PCA are as follows: Tabliq and Tarjihan Council, Early Childhood, Elementary and Secondary Education Council, Cadre Development Council, Social Welfare Council, Economic

and Manpower Council, and Health Council. In addition to these fields, PCA Colomadu also has institutions that play a role in supporting PCA's performance. These institutions are the Aisiyiah Research and Development Institute and also the Environmental and Disaster Management Institute.

The micro, small, medium and large businesses spread across Colomadu are explained in more detail in Figure 1.

| Village        | Big Industry | Medium Industry | Small Industry | Micro Industry |
|----------------|--------------|-----------------|----------------|----------------|
| (1)            | (2)          | (3)             | (4)            | (5)            |
| 01 Ngasem      | 1            | 2               | 15             |                |
| 02 Bolon       |              | 1               | 35             |                |
| 03 Malangjiwan | 1            | 2               | 21             |                |
| 04 Paulan      |              | 1               | 12             |                |
| 05 Gajahan     |              | 1               | 12             |                |
| 06 Blulukan    | 2            | 2               | 26             |                |
| 07 Gawanen     |              | 2               | 29             |                |
| 08 Gedongan    |              |                 | 18             |                |
| 09 Tohudan     |              | 2               | 35             |                |
| 010            |              | 3               | 30             |                |
| 011            | 3            | 3               | 22             |                |
| Jumlah         | 7            | 19              | 255            | 0              |

Source: Village Monograph

Digital marketing bagi UMKM di era 4.0 merupakan bagian yang sangat penting saat ini. TaDigital marketing for MSMEs in the 4.0 era is a very important part today. No exception for MSMEs in Colomadu who need good publication for their survival and progress. MSMEs must be able to compete with MSMEs in other locations in terms of quality, price or packaging. MSMEs in Colomadu must also have a great marketing strategy, namely with digital marketing. MSME owners must have the ability to promote through digital devices, especially in publishing their superior products so that they have special advantages compared to others. When MSMEs have the ability to manage marketing through good digital devices, this will certainly make it easier to develop their marketing because of the wider market share. So that MSMEs in Colomadu will be better known and in demand by the

surrounding community and can also enter the national and international levels.

Based on the initial survey that has been conducted by Pengabdi, several problems faced by partners can be explained, including:

1. MSMEs owned by PCA Colomadu members have not been recorded properly and completely.
2. Packaging and product branding are still simple so they need to be improved in order to compete with other products.
3. There are several MSMEs that do not yet understand the importance of halal businesses according to sharia, including financing that must be in accordance with sharia.
4. Limited human resources in terms of marketing knowledge are a separate obstacle in promoting MSME products at PCA Colomadu.

5. The advancement of information that is not balanced with the ability of human resources in digital marketing is an obstacle to achieving increased profits as expected.
6. There are MSMEs that do not realize the importance of product innovation so that the products they have do not follow market tastes.

Partners really hope that there will be assistance from the UMS Community Service Team to be able to help UMK PCA Colomadu to increase turnover and profit with digital marketing so that it can bring about better changes for UMK in Colomadu.

The current era requires the role of digital marketing to be able to compete and achieve the desired target. There are several steps in overcoming partner problems, namely:

1. The first stage is to compile a Situation Analysis.  
The situation analysis used is a SWOT analysis. SWOT analysis is a systematic identification of various factors to formulate a company strategy. This analysis is recommended on logic that can maximize Strengths and Opportunities, but at the same time can minimize Weaknesses and Threats. The strategic decision-making process is always related to the development of the school's mission, goals, strategies, and policies. Thus, strategic planning (strategic planner) must analyze the school's strategic factors (strengths, weaknesses, opportunities, and threats) in the current conditions. This is called Situation Analysis. SWOT analysis compares the internal factors of Strengths and Weaknesses with the external factors of Opportunities and Threats faced by MSMEs.
2. MSMEs must understand Customer Needs, by conducting market research to understand customer needs, desires, and problems. Identify market trends, technological developments, and changes

- in consumer behavior that can be a source of inspiration for product innovation.
3. MSMEs must do product branding to be better known by the wider community. Product branding is the process of building and managing a strong brand identity for a particular product. This involves developing elements such as product name, logo, packaging design, brand message, and desired brand values.
4. Website or Online Store Creation. A website or online store is the focal point of your digital marketing efforts. The website must have an attractive design, be easy to navigate, and be responsive to mobile devices. This site will display products or services clearly and have easily accessible contact information.
5. SEO (Search Engine Optimization) optimization. This is the process of increasing the ranking of a website in organic search engine results. SEO uses relevant keywords in the content, optimizes title tags, descriptions, and page titles, and the site must have quality links and good loading speed.
6. Social media training. MSMEs must find the social media platforms that best suit their audience (eg Facebook, Instagram, and Whatsapp) and create a complete business profile and quality content regularly, interact with followers, and use the advertising features provided by the platform to increase

By following these steps consistently and adapting to changes in consumer behavior and market trends, micro businesses can significantly increase their visibility and achieve success in digital marketing.

## 2. Methode

To overcome the problems faced by PCA Colomadu Partners/UMKs, the community service team works intensively with PCA UMKs. The stages are as follows:

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2. MSMEs must understand Customer Needs, by conducting market research to understand customer needs, desires, and problems. Identify market trends, technological developments, and changes in consumer behavior that can be a source of inspiration for product innovation.
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### 3. Results and Discussion

This community service activity is for digital marketing assistance for PCA Colomadu UMK so that they can become good entrepreneurs and be useful for the community. This community service event was preceded by a discussion with the PCA Colomadu management to find out the strengths and weaknesses of the UMK and to find out the opportunities that could make the UMK develop.

1. A SWOT analysis was conducted in September 2024 which showed that UMK has the strength in the form of innovation from the products sold, but there are weaknesses related to the marketing process that has just been carried out in the UMK's residential environment. There is a great opportunity to develop if UMK actors are willing to reach digital marketing.
2. Implementation of the Activity on December 7, 2024, attended by around 54 UMK, 12 PCA administrators and the entire Community Service team in room G1.1 FEB UMS. The event went smoothly with the first speaker, Mrs. Dra Mujiyati, Msi Akt with material on financial management for UMK. The second material was delivered by Mrs. Dr. Eni Setyowati, SE. MSi who replaced Mrs. Siti Aisyah who was unable to attend due to a family event with the material Branding Product, the third material was delivered by Mr. Handy Nugroho, SE. ME who delivered about digital marketing followed by Canva training to be shared on Facebook, Instagram or other social media.
3. UMK participants who attended with various businesses: around 75% culinary businesses, 20% snacks, and 5% convection and laundry service businesses

4. Improving Digital Marketing Understanding: Before the training, many MSEs did not know much about digital marketing strategies and the potential that could be obtained from digital platforms. After the training, the majority of participants understood the importance of an online presence, whether through social media, websites, or marketplaces.
5. Improving Social Media Usage: Most MSEs involved in this activity have started actively using platforms such as Instagram, Facebook, and TikTok to market their products. However, content management and interaction with customers through social media are needed in order to experience significant improvements.
6. Marketplace Optimization: the majority of MSEs have also not utilized marketplace platforms such as Tokopedia, Bukalapak, and Shopee.
7. Preparation of financial reports: Many MSEs have not prepared their financial reports properly. The majority are without records and run as is without using the rules for preparing financial reports.



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Figure 1. Implementation of Activities in Room G.1.1 FEB UMS



Figure 2. PCA Administrators and Speakers

Figure 1 shows the implementation of activities in room G1.1 with the number of participants who did not all attend the group photo session because there were other agendas. Figure 2 shows the PCA Colomadu management and two speakers, while the first speaker, Mrs. Mujiyati, did not attend the group photo session.

#### 4. Conclusion

Based on the results of community service activities, it can be concluded that the implementation of digital marketing in MSEs is very beneficial in increasing product visibility and sales. However, there are still several challenges that MSEs must face, such as limited resources and an incomplete understanding of digital analytics.

Some suggestions for further development include:

1. Continuing Education: There needs to be further training on more in-depth topics such as data analytics, paid advertising creation, and content marketing strategies.
2. Infrastructure Support: MSEs need

further support in terms of providing devices and a stable internet connection to facilitate the implementation of digital marketing.

3. Collaboration Between MSEs: MSEs can collaborate with other MSEs in terms of online product marketing, so that they can support each other and expand their market networks.

This community service activity has succeeded in providing a real contribution to MSEs in improving their ability to implement digital marketing. It is hoped that through the use of digital marketing, MSEs can develop further and be competitive in the global market.

#### 5. Acknowledgment

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