



The Role of Digital Marketing as a Strategy in Improving Wonosobo MSME Product Marketing

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Abstract: T Karangsari Village, Sapuran District, Kaabupaten Wonosobo is one of the villages in Wonosobo Regency that has the potential of a Tourism Village. With the increasing number of tourist visitors, it will increase the potential income for local village communities. Wonosobo Regency typical products have been widely known by the public, but since the occurrence of Covid 19 has caused a lack of tourist visitors visiting tourist sites in Karangsari Village, Sapuran District, Wonosobo Regency. This condition also has an impact on the quiet sales turnover of MSME products, especially in Karangsari Village, Sapuran District, Wonosobo Regency. One of the contributing factors is caused by the marketing model that is still carried out traditionally, so that when the Covid 19 pandemic occurred, it was very difficult for local entrepreneurs to survive running their businesses. Digital marketing is a business strategy that can be used when there are government policies related to social restrictions of the community. The purpose of this community service is to develop products and increase online sales, in order to increase marketing reach. The methods carried out are by: (1) providing training and socialization about the concept of Digital Marketing and its usefulness in business strategies, (2) utilizing digital marketing through social media.

Keywords: Digital marketing; Micro, Small and Medium Enterprises Products, Karangsari Village, Wonosobo Regency.

Introduction

Karangsari Village is one of the villages located in Sapuran District, Wonosobo Regency, Central Java. Karangsari Village has an area of 4.19 km² (BPS Wonosobo, 2018). Karangsari Village has five hamlets including Karangsari, Silemud, Sukosreno, Karangluas, and Garungan. The Karangsari Village area is a hilly area where most of the population make a living as farmers, sawmills, and others as laborers in factories and sawmills. The population in Karangsari Village mostly adheres to Islam. The social conditions of residents in Karangsari Village include being active with routine activities that are usually carried out by parents and youth. (Monograph of Karangsari Village, 2019).

Silemud Hamlet is one of the hamlets located in Karangsari Village, Sapuran District, Wonosobo Regency. The topography of the area where Silemud Hamlet is located is very contoured, is a hilly area, access to the location is fairly close, but road access is very damaged with sloping road contours. The distance between the villagers is widespread, and far from the village's public facilities. The characteristics of the people of Silemud Hamlet are classified as devout Muslim

communities, there is a mosque recitation group carried out by local mosque mothers, fathers, children, and youth, as well as the Silemud Hamlet PKK Mothers group.

Silemud Hamlet has the potential for MSMEs of local processed products typical of Silemud Hamlet, including: opaque food, coffee and palm sugar. The condition of the Covid-19 pandemic that has not yet ended has caused the importance of economic recovery efforts in the region that are sustainable, united, require harmonious and integrative multi-sector collaboration so that it is hoped that the community will be resilient in facing this pandemic situation that has not yet been completed. One of the efforts that can be done and encouraged in order to restore the economic sector in the region is by *empowering MSMEs with local community products through Digital Innovation* in order to encourage promotional strategies for marketing local products, increase the capacity of MSME actors, and are expected to be able to encourage local village economic development (Nugroho & Andarini, 2020).

Since the emergence of the Covid 19 pandemic, the government has issued a community social restriction policy (Putra & Kasmiarno, 2020). This is intended to reduce the spread of Covid 19 in the regions. With this policy, on the one hand, it can reduce the spread of the Covid 19 virus, but on the other hand, the policy also has an impact on decreasing the amount of local original income derived from the tourism sector (Tobing, 2021). Large-scale sausage restrictions are a considerable obstacle for MSME players who still carry out traditional buying and selling activities (Fakhriyyah & Wulandari, 2020). The many problems that occurred during the Covid-19 pandemic caused SMEs to experience various obstacles and caused a decrease in buying and selling activities and hampered distribution, resulting in a decrease in income (Fakhriyyah et al., 2022).

Digital marketing has become a very important tool for Micro, Small and Medium Enterprises (MSMEs) in improving their product marketing strategies (Aditya & Rusdianto, 2023). Various studies show that digital marketing provides a more cost-effective way for MSMEs to reach a wider audience compared to traditional marketing methods. By utilizing social media platforms, search engine optimization (SEO), and email marketing, MSMEs can increase visibility and engagement with potential customers (Rahmawati & Ikaningtyas, 2023). The accessibility and relatively low cost of digital marketing tools make them particularly attractive to small businesses on a budget (Zebua et al., 2023).

In addition, digital marketing allows MSMEs to collect valuable data on consumer behavior and preferences, thus enabling more targeted and effective marketing strategies (Sudirjo et al., 2023). This data-driven approach helps businesses to tailor their products and marketing messages to fit the specific needs and desires of their target audience (Chrismardani, 2014). For example, social media analytics can reveal which products get the most attention, and email marketing campaigns can be personalized based on a customer's purchase history. The ability to measure the success of marketing campaigns in real-time also gives MSMEs a competitive advantage in adjusting their strategies quickly (Istiqomah, 2023).

Furthermore, digital marketing also provides opportunities for MSMEs to build and strengthen their brands through consistent and engaging content (Sugiyanti et al., 2022). By creating relevant and useful content on online platforms, MSMEs can increase customer loyalty and build a

solid community around their brand. Quality content, such as blogs, videos, and infographics, can help MSMEs to differentiate themselves from competitors and provide added value to their customers. Overall, the use of digital marketing as a marketing strategy provides various significant benefits for MSMEs in their efforts to improve product marketing and achieve sustainable business growth (Arumsari et al., 2022).

The declining income is also strongly felt by MSME players making palm sugar in Silemud Hamlet, Karangsari Village, located in Sapuran District, Wonosobo Regency. Brown sugar making SMEs in Sarongan Village are one of the MSMEs that are used as the main livelihood by the residents of Silemud Hamlet. This is because the majority of its citizens work as palm sugar makers. Palm sugar produced by residents has quite good potential if managed properly and appropriately. However, due to the lack of knowledge of residents about marketing science, all buying and selling activities are still carried out with conventional / traditional methods. In addition, MSME players making palm sugar are also still producing conventional forms without product innovation. Meanwhile, current conditions make sales decline. Thus some of the problems that exist in Silemud Hamlet among others are as follows:

1. The absence of an online marketing strategy as a promotional medium;
2. Not optimal rebranding of MSME products typical of Karangsari Village as local products;
3. Not optimal sales results of MSME products typical of Karangsari Village in the midst of the Covid-19 pandemic.

Many previous studies discussed digital marketing, research was conducted by (Cay & Irnawati, 2020), this study discusses the use of E-commerce as a marketing strategy that can increase the sales volume of MSMEs in South Tangerang City. This research uses a qualitative approach with a descriptive method to explore how the influence of social media, technology, and marketing strategies on the development of MSMEs. MSME players in South Tangerang City implement product, price, place, and promotion strategies to increase sales of their products. In addition, they also use E-commerce to attract resellers, provide discounts, and conduct word-of-mouth promotions to increase sales. Then the second study was conducted by (Alfrian & Pitaloka, 2020), this study discusses survival strategies for Micro, Small and Medium Enterprises (MSMEs) in Indonesia in facing the COVID-19 pandemic. Some of the topics discussed include digital marketing, strengthening human resources, creative innovation, improving services to consumers, and government policies towards MSMEs. This research aims to provide insight into strategies that can help MSMEs survive and get through the crisis caused by the COVID-19 pandemic. Furthermore, the third research was conducted by (Astuty, 2021), this study discusses improving the management of Micro, Small and Medium Enterprises (MSMEs) through bookkeeping accounting training. Improving MSME management is considered important because in general the development of MSMEs is only seen from the number, but their performance is still not improving, one of the reasons is the lack of understanding of MSME actors about the importance of good financial management through the application of accounting. Through mentoring methods and tutorials, it is hoped that MSME actors can improve their ability to manage financial administration with simple accounting. The purpose of this program is to improve the ability to manage the financial administration of

target MSME actors. The final results of the program show the achievement of the goal of 85%, namely the two target MSMEs are able to carry out financial administration according to simple accounting principles.

Based on the background and problems mentioned above, the purpose of this community service activity is to increase capacity, knowledge and skills in business management or business, so as to increase production and marketing of typical products of Karangsari Village, so that local business actors in Karangsari Village can develop their business in the future that is more advanced and developed. The benefit of this community service activity is that it can increase the capacity, knowledge and skills of local business actors in Karangsari Village, Sapuran District, Wonosobo Regency.

Research Method

The method used in implementing this community empowerment activity is through socializing the importance of knowing *Digital Marketing* in increasing sales. This training activity was attended by several MSME business actors in Karangsari Village, Wonosobo Regency.

1. The activities that have been carried out in this service program are as follows:

Making logos and product packaging carried out by KKN students of Muhammadiyah University Yogyakarta.

2. Training on the usefulness of Instagram social media in increasing visibility and marketing reach.

Result and Discussion

Logo creation and product packaging

Karangsari Village has a very distinctive MSME product, namely COMbro Chips. Combros are processed from cassava (cassava trees). This is because, many people in Karangsari Village cultivate cassava trees in their yards and gardens. So that the production of cassava trees is relatively much produced in Karangsari Village.

In order to increase visibility and marketing reach, this community service activity is carried out to make logos and product packaging so that products can be recognized and distinguished from other similar businesses and products can have a longer storage life.



Figure 1. Product Logo and Packaging on Wonosobo Combros Chips

Training on the Use of Instagram Social Media in Increasing Product Marketing Visibility and Reach

In this activity, MSME business actors in Karangsari Village were given *Digital Marketing* training, namely on the benefits of Instagram *social media* in increasing sales, as well as training on how to use and develop the Instagram display as one of the online product marketing media.

Counseling on the importance of digital marketing in online business ventures and delivered more deeply. Local business actors are given an explanation about starting from the concept of Digital Marketing (Nurpratama & Anwar, 2020). Digital marketing is a marketing activity including branding that uses various website-based media. Examples are blogs, websites, adwords, and various kinds of social media networks (Hidayati et al., 2020). In addition, digital marketing is the development of the digital world to do advertising that is not heralded directly, but has a very influential effect. Digital marketing is marketing carried out using internet access, utilizing social media and other digital devices (Wiliana & Purwaningsih, 2022).

Digital Marketing can help business actors, for example, MSMEs in promoting and marketing their products and services and being able to expand new markets that were previously closed or limited due to limited time, distance and ways of communication. In addition, it is also explained about some of the advantages of digital marketing : (1) speed of deployment; (2) ease of evaluation; (3) wider coverage; (4) cheap and effective. The benefits of Instagram online media include:

Increase Engagement

Instagram has a high engagement rate compared to other social media platforms. This means you can interact with your audience more deeply through comments, likes, and *direct messages*. High *Instagram engagement* can increase *consumer product awareness* of products and can strengthen the relationship between consumers and product brands (*branding*). This is because visual content, such as photos, videos, *reels*, and even *Instagram coul* invites more interest than content in the form of long text.

Increase Sales with Instagram Shopping Tools

Instagram launched the Instagram Shopping feature in 2018. Since then, more and more companies have used it to sell products. This feature allows the price tag to appear when the photo is tapped. Like visiting e-commerce, but in social media. Instagram users who are interested can buy products sold easily because at the bottom of the photo there is a *shop now button*. With this feature, it makes it easier for consumers to immediately shop for products.

The Stories feature brings businesses closer to users

The *stories* feature is the most loved feature of Instagram users today. The ability to post something that only appears 24 hours allows users more freedom to share their daily lives without fear of *spamming* their followers. This feature can also be maximized by business actors in increasing impressions through *real-time stories*. You can do this by creating *behind-the-scenes content*, work culture in the company, or holding a question and answer session.

Thus in the end, business actors who can be close to customers will look more humane and eventually be able to reach more users to join. In addition, the business that is being run will also be

more trusted by consumers. Better Business Visibility Online Instagram allows consumers to immediately find products marketed by MSME businesses. *Hashtags* are special keywords that summarize what you want to convey in the body of the post. We can use it to expand the reach of users you want to reach. But hashtags are only a small part of Instagram marketing, considering there are many other things need to know. For example, how to create captions on Instagram, upload content consistently, responsively respond to comments and messages from the audience, and many more uses of Instagram.

Drive Traffic to Your Business Website

Instagram marketing is not only limited to the Instagram platform itself. So that can also use this platform to drive *traffic* to business website. The way are the business actors can create content, both to appear on Instagram Feed and Reels. Then spread the content to Instagram Story and use the link feature or Swipe Up feature by embedding a link to the business website.

In this way, MSME players can invite the audience to see the products or services offered on the website. At the same time, business actors also simultaneously increase *website traffic* and open up opportunities for conversion.

Freeing Its Users to Be Creative

Instagram has many features that can be used in delivering messages. It can be through *feeds*, *stories*, or even IGTV. All of these features allow to upload videos longer than 60 minutes. MSME actors can also broadcast live to establish better relationships and interact directly with the audience. To increase *engagement*, so can also invite the audience to take part *in giveaways*, digital campaigns in the form of interactive videos, testimonials and others so that they are not limited to displaying products in the catalog.

Business Exists More

With so many users on Instagram, there is an opportunity to get more customers. Especially if you continue to do marketing on Instagram. Your business will also exist more and easily find an audience. The more you exist digitally, there will be many opportunities for you to increase sales, innovate to create more products based on user preferences, expand the market, and even develop your business to be bigger.

Getting Insights and Feedback

Instagram collects the interaction data created on each post and gives it to its users. This is very practical to research the shortcomings and advantages of promotions that have been done, as well as to make improvements in the future. In addition, Instagram marketing is also an ideal place to get *feedback*. Users who post photos or videos about the products are assets that can use.

Audience Segmentation and Campaign Measurement

Using Instagram allows to more easily segment audience. You can target audiences based on a variety of criteria, such as age, geographic location, interests, and online behavior. In this way, the content you create can suit a specific target audience and the possibility of them being interested in your content becomes greater. In addition, Instagram provides a variety of analytics tools that allow us to see how effective the campaigns have been.

Conclusion

In conclusion, Digital Marketing is very important for MSMEs in Karangsari Village, Sapuran District, Wonosobo Regency to overcome marketing challenges during the Covid-19 pandemic. By using social media such as Instagram, MSME players can significantly increase the visibility and marketing reach of their products. Digital marketing offers various advantages such as fast dissemination of information, easy evaluation, wide reach, and low and effective costs. Digital marketing training helps businesses take advantage of Instagram features, such as Instagram Shopping and Stories, to increase interaction with consumers and increase product sales online.

Furthermore, digital marketing allows MSMEs to collect valuable data on consumer preferences, which helps in devising more effective marketing strategies. Through engaging and relevant content, MSMEs can strengthen their brands and build loyal customer communities. Creating attractive logos and product packaging, as well as training on the use of social media, are practical steps that can help MSMEs in Karangsari Village to adapt and thrive in an increasingly digital business environment. Thus, digital marketing is not only a temporary solution during the pandemic, but also a long-term strategy that can support the sustainable growth of MSMEs in the future.

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