



Strengthening marketing promotion through digital marketing assistance using Google Business and business legality for MSMEs in Saptorenggo Village, Malang Regency

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Abstract

This community service was conducted in Saptorenggo Village, Pakis District, Malang Regency. This program aims to increase digital marketing promotion through Google Business and business legality for MSMEs in Saptorenggo Village, Pakis District, Malang Regency. Participatory rural appraisal, which requires an active involvement of the community, is a model applied in this program. The implementation begins with mapping MSMEs in Saptorenggo Village that can become partners, and from the results of this mapping, the potential and needs of these MSMEs are known. Then, digital marketing was carried out for these MSMEs by creating a Google business point to increase the marketing reach of MSMEs in Saptorenggo Village and strengthen business legality for 9 MSMEs in Saptorenggo Village with the help of obtaining NIB, PIRT and halal certificates.

Keywords: *Promotion; Digital marketing; MSMEs; Participatory rural appraisal*

Penguatan promosi pemasaran melalui pendampingan digital marketing menggunakan Google Business dan legalitas usaha bagi UMKM di Desa Saptorenggo, Kabupaten Malang

Abstrak

Kegiatan pengabdian ini dilaksanakan di Desa Saptorenggo, Kecamatan Pakis, Kabupaten Malang. Kegiatan ini bertujuan untuk meningkatkan promosi pemasaran digital melalui Google Bisnis dan legalitas usaha bagi UMKM di Desa Saptorenggo, Kecamatan Pakis, Kabupaten Malang. Penilaian pedesaan partisipatif yang memerlukan keterlibatan aktif masyarakat merupakan model yang diterapkan dalam kegiatan ini. Implementasinya diawali dengan pemetaan UMKM di Desa Saptorenggo yang bisa menjadi mitra, dan dari hasil pemetaan tersebut diketahui potensi dan kebutuhan UMKM. Kemudian pemasaran digital dilakukan kepada UMKM tersebut dengan membuat Google Business Point untuk meningkatkan jangkauan pemasaran UMKM di Desa Saptorenggo dan memperkuat legalitas usaha bagi 9 UMKM di Desa Saptorenggo dengan bantuan pengurusan NIB, PIRT dan sertifikat halal.

Kata Kunci: Promosi; Pemasaran digital; UMKM; PAR

1. Introduction

Marketing is a business activity that can change dynamically. Marketing plays a role in product research and development so that products are always up to date and can meet

changing market needs. [Widyanto et al. \(2022\)](#) stated that to improve MSME products by using digital marketing and improving branding through technology-based applications. Digital marketing is an innovation for marketing driven by digital elements. One of the goals of digital marketing is to increase the economic independence of society. Community economic independence is needed to increase household empowerment and community economic resilience in filling national development.

Digital marketing can support economic independence in post-pandemic conditions like this, especially for MSME (Micro, Small and Medium Enterprises) actors. Economic independence helps people in meeting the economic needs of their families. This aligns with existing government programs in managing the creative economy as outlined in Law Number 24 of 2019, which aims to optimize the creativity of human resources based on cultural heritage, science and technology.

Small and medium-sized enterprises (MSMEs) should enhance their marketing skills to stay competitive among themselves. To gain a competitive edge, MSMEs must adapt to the evolving landscape of marketing technology, particularly by improving their proficiency in social media. The role of social media has evolved from merely facilitating communication between individuals or with customers to becoming a crucial component of marketing, especially in online and digital marketing. In the era of Industry 4.0, MSMEs risk falling behind if they don't boost their capabilities in online and digital marketing ([Asiyah & Rachmadi, 2022](#)).

Meanwhile, Saptorenggo Village, which is located in Pakis District, Malang Regency, has a population that is predominantly engaged in the economic sector as business people and MSMEs, especially small industrial businesses and home industries that have prospects for development. However, the population's digital knowledge still needs to be improved, so this is a special reason for delaying the development of this business. Several MSME actors in Saptorenggo Village have tried to utilize digital technology in marketing their business products. However, many MSME actors still market their business products by entrusting them to markets or other people, so the targeted sales range needs to be wider. This has implications for revenue generation that could be more optimal with the marketed products. Therefore, there is a need for further assistance to socialize MSMEs in Saptorenggo Village regarding the crucial efforts to utilize digital marketing as best as possible for the business products of MSME actors.

The effort to socialize marketing digitalization to MSMEs in Saptorenggo Village has a long-term goal of motivating MSMEs to develop sales through increasing marketing digitalization skills or skills to market products online. So that SMEs can expand the reach of their marketing areas and achieve family economic independence. In addition, they are strengthening the legality of MSMEs in Saptorenggo village through assistance in applying for NIB, PIRT and halal certification.

2. Method

The community service took a Participatory Action Research (PAR) approach by Building Sustainable Villages. The partners who joined this community service activity were MSMEs in Saptorenggo Village, Pakis District, Malang Regency, East Java. This community service activity lasted five weeks, from 19 December 2022 to 22 January 2023.

The priority for this program is strengthening marketing promotions through digital marketing by using Google Business for MSMEs in Saptorenggo Village, Pakis District, Malang Regency. From the description of the action research process, there are four stages in conducting this research, namely:

- a. Plan. This planning was carried out after paying attention to the condition of the UMKM in Saptorenggo Village, Pakis District, Malang Regency, using a SWOT analysis where at this stage, it was planned how to increase motivation, level of knowledge, attitudes and behaviour of UMKM in Saptorenggo Village towards the use of digital marketing as a media for marketing promotion of the products.
- b. Action. After the planning process is carried out, implementing the plan that has been made is assisted and facilitated by the researcher. Actions that will be taken are conducting workshops and digital marketing training, exploring aspirations and synchronizing initial conditions with the community's wishes. In addition, assistance in creating a Google business point and strengthening the legality of the Saptorenggo Village MSME business through the creation of NIB, PIRT and Halal Certificates so that they can increase a wider marketing reach and work together to implement government programs for the legality of existing MSMEs.
- c. Observe. Observations were made to pay attention to and analyze the successes, weaknesses, and shortcomings of the strategies and methods used in solving the problems of motivation, level of knowledge, attitudes and behaviour of MSMEs in Saptorenggo Village; at this stage, monitoring the achievements of creating Google Business points and submitting NIB, PIRT and halal certificates..
- d. Reflect. The efforts made in solving the problems are reflected and evaluated, both the shortcomings, weaknesses, and the success of strategies and methods in solving the problems of the UMKM in Saptorenggo Village.

3. Result and Discussion

3.1. Preliminary survey

The first stage of the Community Service implementation was coordination with the village head and conducting an initial survey of the condition of MSMEs in Saptorenggo village. At this stage, it was found that they had not maximized using digital marketing and still needed to have business legalities, such as managing NIB, PIRT and halal certificates. From the results of the FGD with the village officials, it was agreed to provide digital marketing assistance for MSMEs in the hope of helping out the marketing reach of MSMEs in Saptorenggo Village and managing business legality.

3.2. Introduction program and outreach

In the introductory and socialization stages of the program, the team did this by attending routine residents' events while providing socialization of the program to be carried out while at the same time seeing the real conditions in the field and capturing the aspirations of the residents in the hope that the program to be carried out would be right on target and following the needs of the residents (Figure 1). Therefore, the Community Service Team took the initiative to map the initial data on the number of MSMEs in Saptorenggo village, as well as see the completeness of their business legality.



Figure 1. Introduction and outreach

3.3. Digital marketing workshop or training

From the previous mapping, the next step is a digital marketing workshop or training for MSMEs in Saptorenggo village. Today digital technology cannot be separated from everyday life, including entrepreneurship activities. To add insight into digital marketing for businesses by holding activities with the theme "Digital Marketing Workshop for Micro, Small and Medium Enterprises (MSMEs)", which will be held on Sunday, January 15 2023, at the Saptorenggo Village Hall. There were two speakers in this activity, namely Dr Nihayatu Aslamatis Solekah, SE. MM. and Sri Andriani, SE. M.Sc. as a lecturer at the Faculty of Economics at UIN Malang and a companion and empowerer for MSMEs (Figure 2).

The target of implementing this socialization activity is Micro, Small and Medium Enterprises (MSMEs) spread across several hamlets in Saptorenggo Village. This target setting will likely increase business actors' understanding of the benefits and uses of social media to develop and increase their business turnover. Various types of businesses that attended this event still do offline marketing based on incoming orders with a pre-order system, selling products in markets, selling products in private homes, etc.



Figure 2. Digital marketing workshop and training

This socialization activity began with registration, attended by several 11 MSMEs. Then it continued with the opening procession with remarks from the Chief Executive and remarks from the Head of Saptorenggo Village. The procedures for implementing MSME digitization are: Conducting material presentations related to the importance of marketing digitization in the era of the industrial revolution 4.0; conduct product branding training through social media, namely Facebook, Instagram, and WhatsApp which can attract consumer interest in the products that have been produced; conduct material presentations on marketing strategies through social media in order to increase

revenue for business actors; conduct logo design training using the Canva application as a business label to make it more attractive to consumers; carry out socialization on digital financial bookkeeping to manage finances by using Sisik, which is an application for recording financial information that can assist MSMEs in bookkeeping and recording every financial transaction; conducting training on determining business coordinates on the Google Maps application, and also conducting socialization on business licensing and halal certification.

Based on the information obtained from socialization participants, the obstacles experienced related to digital marketing were a need for more understanding regarding the use of technology or what is commonly known as technological stuttering. This obstacle is a follow-up direction for socialization activities by assisting MSMEs who attended this event.

The beginning of our assistance was to guide directly to business licensing via the website <https://oss.go.id/> and carry out the halal certification process, which the UIN Malang Halal Center also assisted. To support business branding, we directly assist in making social media, determining coordinates on Google Maps, and making business logo designs. However, due to the short period for implementing the KKM, which only lasted five weeks from 19 December 2022 to 22 January 2023, reaching all MSMEs in Saptorenggo Village was impossible. Following the KKM UIN Malang 2023 theme, namely "Building a Sustainable Village", we will follow up on assistance to MSMEs after the KKM activities are over. Meanwhile, after participating in the digital marketing workshop, it is hoped that the MSME actors in Saptorenggo Village will be able to:

- a. Using information technology to the fullest so that it can help business development and be able to compete globally in the era of the industrial revolution 4.0
- b. Can apply digital marketing in their efforts through social media to reach wider consumers and increase sales turnover.

3.4. MSME assistance after the workshop

Post-training assistance is carried out after being given digital marketing material and training. Since most MSMEs still have business legality problems, assistance is provided for making NIB, PIRT and halal certificates. And from this activity, the results of submitting permits are shown in [Table 2](#).

Table 2. Recapitulation of UMKM and achievement of business legality

No	Name of Business Owner	Type of business	Licensing Type
1	Suci Alifah Fitriana	Donuts & Catering	NIB
2	Sunariati	Banana crackers	NIB, SPP-IRT
3	Muchammad Yahya	Tempe Kacang & Kopi	NIB
4	Suyanto	Bakery	NIB
5	Yatmianto	Roastery	NIB
6	Moch. Sandaya	Tahu	NIB
7	Riza Oktaviana	Restaurant	NIB
8	Sutrisno	Used Craftsmen	NIB
9	Khusatni	Pia	P-IRT, NIB, halal certificates

The evaluation results of mentoring activities are quite effective, marked by the outcome of business legality and MSMEs already using Google Business, including the accuracy

of their business location points, to facilitate the search for MSMEs in Saptorenggo village.

4. Conclusion

MSMEs are one of the economic supports for developing countries like Indonesia. The existence of MSMEs greatly helps the absorption of labour and economic turnover. MSMEs are mushrooming in Indonesia, one of which is in Saptorenggo Village. MSME empowerment activities in Saptorenggo Village have been running but have yet to be optimal due to the lack of enthusiasm of MSME actors and information about digital marketing that needs to increase their knowledge in entrepreneurship. Therefore, the need for innovation and knowledge sharing regarding MSMEs, especially related to digital marketing.

The achievement resulting from this dedication is the creation of Google Business for 10 MSMEs in Sapto Renggo village, which makes it easier for consumers to find their business profiles and exact location instructions on the map. Apart from that, strengthening business legality has also been achieved by having NIB, PIRT and halal certification. From the results of this community service evaluation, the use of digital marketing for MSMEs in Saptorenggo village can be further increased by including online shop platforms to widen the marketing reach.

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