

## DEVELOPMENT OF MSME MARKETING AND ENTREPRENEURSHIP IN SKB KOTA SERANG THROUGH DIGITAL MARKETING

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### ABSTRAC

The purpose of this research is to develop MSMEs in the city of Serang through digital marketing, and also help improve the marketing of MSMEs in Serang City. By utilizing digital marketing, MSMEs can increase their visibility and market reach. Research location SKB Serang City Jl. Raya Petir KM. 4 Cipocokjaya Kec. Cipocok Jaya Kota Serang Prov. Banten. Where the method used in this research is descriptive qualitative. Data collection techniques were carried out using observation, interviews and documentation and supported by secondary data obtained based on literature or literature studies from several relevant journals. The results showed that: 1) the use of digital marketing can increase sales of MSMEs in Serang City. In this study, 94.1% of workshop participants have done online product marketing after digital marketing training. 2) digital marketing strategy training can improve the ability of MSMEs to create business profiles on Google Business and strategies for creating and managing marketing content. Therefore, Micro, Small and Medium Enterprises (MSMEs) have an important role in the economy in Indonesia. MSMEs have great potential for growth and development in improving the lives of many people. This is indicated by the existence of MSMEs which have reflected the real form of social and economic life of the largest part of the Indonesian people. As in Serang City, the development of marketing

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### INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are an alternative for employment opportunities and play an important role in encouraging the rate of economic growth and reducing the unemployment rate of a region or country (Arifin and Haryanto, 2021). The number of MSMEs in Indonesia increased from 2015 to 2019 (Panjalu et al., 2024). This increase can trigger high competition, so it needs to be followed up with efforts to develop MSMEs. One way to develop MSMEs is through a good marketing strategy. In this era of increasingly rapid digitalization, it provides convenience and opportunities for MSMEs to develop marketing in their businesses. digital marketing is the use of all different resources on the internet as a place information provider as the products they own by the SME. Social media used Digital marketing doesn't just focus on social media which was deliberately created for SMEs, social media too owned by employees or employees as the SME. So that product marketing has more reach area, as well as product sales from SMEs being in the city also increased, Developing interesting and relevant content is an important part of this strategy, helping MSMEs to build a strong online presence. Email marketing is an effective method for communicating with customers and maintaining good relationships. By using analytics tools, MSMEs can collect the results of their digital campaigns, roll out performance, and make necessary adjustments to improve results. Digital marketing is a type of marketing that uses digital instruments to help develop MSMEs by using and maximizing the role of the internet as part of their business media (Nur'aeni et al., 2018).

Digital marketing, which usually consists of interactive and guided marketing, helps producers, market intermediaries, and potential consumers interact with each other. With

digital marketing, businesses can meet the needs and desires of potential consumers more easily. On the other hand, potential consumers, who can only browse social media, have the ability to search for and obtain information about products, purchasing decisions made by buyers are now based on their search results. Digital marketing can reach people wherever they are without time or location limitations (Syukri and Sunrawali, 2022).

Digital marketing is the backbone of many businesses to reach target audiences and increase sales. However, there are still many people, especially MSMEs (Micro, Small and Medium Enterprises) who are not very familiar with digital marketing. Lack of knowledge and skills to use new digital tools is a major obstacle to increasing their market share. The use of information technology/social media in digital marketing has been proven to have a significant impact on increasing sales and market penetration for small and medium enterprises (MSMEs).

Digital marketing is the way information technology helps advertise products or services on the Internet. Every year the use of digital marketing is increasing so that the number of internet and smartphone users is increasing. Currently, many people use the internet, including regional MSME business people. However, the use of the Internet to support business operations is still less than ideal. This is due to MSMEs' lack of knowledge about digital marketing. In fact, the presence of digital marketing will help streamline business operations and increase sales. However, digital marketing is still a challenge for many MSMEs due to lack of understanding, limited resources, or limited access to technology. The importance of using technology in the economy is able to encourage small and medium businesses to become large companies, so that business actors are required to continue developing their businesses to remain competitive and develop on a global scale (Astuti and Nugraeni, 2023).

Sanggar Kegiatan Belajar (SKB) is an institution whose mission is to facilitate, develop and run programs that are beneficial to the needs of the surrounding community (Sugana and Sudrajat, 2023). SKB kota serang program consists of several types of training such as sewing and fashion make-up. Considering the importance of marketing strategies in developing a business, this research was conducted with the aim of providing information and education regarding the basics of digital marketing for participants who took part in the training in order to increase the participants' knowledge about digital marketing to advance MSMEs so that they remain globally competitive.

## RESEARCH METHODS

This research was conducted on March 14 2024 at SKB Kota Serang , Banten. The target of the activity is aimed at participants taking part in digital marketing training. The type of research method used is descriptive qualitative. The implementation of activities is carried out by observing and providing explanations about digital marketing. Data collection is supported by secondary data obtained based on literature or literature studies from several journals. In-depth interviews were conducted with various parties involved in SKB operations, including training participants who were very enthusiastic about participating in this program. This interview aims to explore their perceptions, experiences and views regarding the role and effectiveness of the SKB Kota Serang. This study also considered research ethics by ensuring that all participants gave their consent to participate in the research, as well as maintaining the confidentiality of their identities. Researchers provide clear information about the research objectives and how the data will be used, so that participants feel comfortable and safe in sharing information.

## RESULTS AND DISCUSSION

### Use of Digital Marketing Increases MSME Sales:

From the results of this research, it was found that the use of digital marketing significantly increased MSME sales in Serang City. After attending detailed digital marketing training, 94.1% of workshop participants started marketing their products online through various digital platforms, including social media, websites and marketplaces. This shows that the training had a positive and concrete impact on the participants' marketing strategies. This shows that adopting a digital marketing strategy is capable increasing visibility and sales of MSME products.

### **Increasing MSME Capabilities Through Training:**

Digital marketing strategy training has succeeded in improving MSME capabilities in several important aspects. Training participants are able to create and optimize their business profile on Google Business, as well as develop and manage effective marketing content. With these skills, MSMEs are better able to attract customer attention and develop their markets.

Digital marketing is an effective tool for improving the marketing performance of MSMEs in Serang City. The application of digital marketing not only helps MSMEs reach a wider market, but also improves their skills in managing their business more efficiently and modernly. Through social media platforms, email marketing and online advertising, MSMEs can access a larger market compared to traditional marketing methods. Digital marketing is often more affordable compared to traditional advertising, allowing MSMEs to get maximum results on a limited budget. Implementing an effective digital strategy can help MSMEs in Serang City adapt to market changes and increase their competitiveness.

The role of MSMEs in the Indonesian economy can at least be seen from: (1) their position as main players in economic activities in various sectors, (2) the largest providers of employment opportunities, (3) important players in the development of local economic activities and community empowerment, (4) creators new markets and sources of innovation, as well as (5) its contribution in maintaining the balance of payments through export activities (Setyawati, 2018).

### **The Role of MSMEs in the Local and National Economy:**

Micro, small and medium enterprises provide employment for 99.45% of the workforce in Indonesia, and will continue to be the main focus of employment in the future. This proves that MSMEs are a safety valve, dynamist and stabilizer of the Indonesian economy (Setyawati, 2018). Therefore, MSMEs have an important role in the Indonesian economy, including in the city of Serang. The development and empowerment of MSMEs can have a large positive impact on the local economy, improve people's living standards and create jobs.

### **Strategy to support the successful implementation of digital marketing for MSMEs:**

1. Government and Related Institutions The government and related institutions need to continue to support and provide the training and resources needed for MSMEs to adopt digital technology. Training program as carried out in This research can be expanded and reproduced so that more MSMEs can benefit from it.
2. MSMEs MSMEs must be proactive in utilizing digital technology for marketing. They need to continue to learn and adapt to technological developments and market trends in order to compete and survive in this digital era
3. Collaboration and Networking Building collaborations with other parties such as the business community, e-commerce platforms and digital service providers can help MSMEs expand their networks and optimize digital marketing strategies.
4. Collaborating with the business community can open up opportunities to gain access to new markets and expand business reach. This also allows MSMEs to learn from the experience and best practices of larger industry players. By leveraging this network and

collaboration, MSMEs can more easily access resources, share knowledge and expand their reach in the market.

## CONCLUSION

Overall, the digital marketing training program at SKB Serang City has made a significant contribution to the development of marketing and entrepreneurship for MSMEs. With continued support and strong partnerships, MSMEs in Serang City have great potential to grow and contribute more to the local economy. This research also provides strong evidence that digital marketing is an effective strategy for improving MSME performance. With the right support, MSMEs can become an important pillar in the Indonesian economy.

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