EMPOWERING MICRO, SMALL AND MEDIUM ENTERPRISES THROUGH DIGITAL MARKETING TRAINING IN BOJONG KULUR, BOGOR REGENCY

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ABSTRACT Micro, Small, and Medium Enterprises are very important in economic growth, job creation, and income equality. Therefore, strengthening the capacity of Micro, Small, and Medium Enterprises is a priority in the national economic development agenda. However, the problem is that Micro, Small, and Medium Enterprises are faced with increasingly complex challenges, especially in terms of marketing. One of the most significant problems is limited access to wider and more competitive markets, especially through digital media, and not all Micro, Small, and Medium Enterprises are skilled at taking advantage of this opportunity. Bojong Kulur Village, Bogor Regency is an area with quite active growth of Micro, Small, and Medium Enterprises, especially in the home culinary and local fashion product sectors. However, based on the results of initial observations and interviews with several local business actors, it was found that most of them had not utilized digital media optimally to market their products. The purpose of this activity is for Micro, Small, and Medium Enterprises to understand the basic concepts of digital marketing, develop business accounts on social media, create attractive promotional content, and reach wider consumers online. The method used is Group Discussion, namely: presentation and discussion. The main results of community service are increasing knowledge and understanding, developing skills and abilities, as well as exchanging ideas and sharing experiences. The conclusion of community service activities is the Increased Capacity of the Bojong Kulur Community in having knowledge and skills in digital marketing. Development and utilization of Local Potential of Bojong Kulur Village. Increasing the welfare and quality of life of the Bojong Kulur community. Recommendations: from the implementation of community service, namely the need for sustainable development of community service in Bojong Kulur to increase positive impacts, and Increasing community involvement in the planning and implementation of community service.

KEYWORDS: *Micro, Small and Medium Enterprises, Digital Marketing.*

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a strategic sector in the national economy. Based on data from the Ministry of Cooperatives and SMEs (2023), MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and absorb around 97% of the Indonesian workforce. The role of MSMEs is not only crucial in economic growth, but also in job creation and income equality. Therefore, strengthening the capacity of MSMEs is an important priority in the national economic development agenda. However, along with the development of the era and technological advances, MSMEs are faced with increasingly complex challenges, especially in the marketing aspect. One of the most significant problems is the limitation in accessing a wider and more competitive market, especially through digital media. Many MSMEs still rely on traditional marketing methods that are less effective amidst changes in consumer behavior who now search for and buy products more online.

In the era of digital transformation like today, the use of information and communication technology is a key factor in developing effective, efficient, and adaptive marketing strategies to market needs. Digital marketing that includes the use of social media (such as Instagram, Facebook, and TikTok), marketplace platforms (such as Tokopedia, Shopee, and Bukalapak), and business communication applications (such as WhatsApp Business) has been proven to be able to significantly increase the visibility and market reach of MSME products. Unfortunately, not all MSMEs actors have adequate knowledge and skills to take advantage of this opportunity. The activities carried out by MSMEs include activities to provide insight, as a means to establish relationships, and strengthen relationships with mothers in the complex who do not meet often. Therefore, social media is one of the options to facilitate access to information and jointly watch the documentation of the activities they carry out (Romli et al., 2021).

Therefore, the social media used in this activity include Facebook, Instagram, WhatsApp, X, and TikTok. According to Nasrullah (2017), Facebook can be defined as: a social network that serves to share content, such as information about a user's profile, activities, or even points of view, as well as acting as a means of enabling communication and interaction in social networks in cyberspace. Instagram is an image-focused social media platform that offers the ability to share photos and videos online. The name Instagram itself comes from a notion that reflects the overall functionality offered by this application (Lammenett, 2021). WhatsApp is an application for sending messages and making calls designed with simplicity, and security, and can be downloaded for free on mobile phones around the world (Pustikayasa, 2019). Twitter, now known as X, is an extremely popular social media platform today. Previous research shows that many teenagers spend

more time browsing X and TikTok social media in a day. They even take the time to access X apps despite completing tasks or doing other activities (Aprilia Hastuti et al., 2023). TikTok is a platform that offers different, interesting, and easily accessible special effects for users to create short videos that are interesting and able to attract the attention of many people who watch it. The results of these videos can be shared with friends on social media and other Tiktok users.

Bojong Kulur Village, Gunung Putri District, Bogor Regency is one of the areas with quite active MSMEs growth, especially in the home culinary sector, handicrafts, and local fashion products. However, based on the results of initial observations and interviews with several local business actors, it was found that the majority of them still have not utilized digital media optimally to market their products. The promotional methods used are still conventional, such as word of mouth or through limited community networks. This is due to low digital literacy, limited access to training, and minimal understanding of the importance of personal branding and attractive digital promotional content.

Given these conditions, it is necessary to make efforts to empower MSMEs in Bojong Kulur systematically and sustainably. This Community Service activity is designed as a form of academic contribution in bridging the digital divide through digital marketing training and mentoring programs. It is hoped that through this activity, MSMEs can understand the basic concepts of digital marketing, develop business accounts on social media, create attractive promotional content, and reach wider consumers online.

By increasing the digital capacity of MSMEs, it is hoped that business independence and increased local competitiveness will be created in the midst of an era of increasingly tight global competition.

2. METHOD

The implementation of Community Service is carried out using the Group Discussion method: Discussing with other participants to share experiences and knowledge.

Benefits of Group Discussion: 1) Sharing Experiences: Participants can share experiences and knowledge about digital marketing; 2) Improving Understanding: Group discussions can help improve understanding of digital marketing concepts; 3) Developing Skills: Participants can develop communication and teamwork skills.

The methods used in Group Discussion are: 1) Presentation: Each group can present the results of their discussion; and 2) Discussion: Discussing the specified topic and sharing experiences and knowledge.

3. RESULT AND DISCUSSION

3.1 Result

The community service program (PKM) in Bojong Kulur generated several important outcomes. During the presentation stage, each group delivered the results of their discussion on predetermined digital marketing topics. These presentations served not only as a platform for sharing group findings but also as a way to enhance other participants' understanding of the subject matter, while simultaneously fostering effective communication and presentation skills (Kotler & Keller, 2016).

The process began with the preparation of structured and clear presentation materials. Groups then presented their findings using slides, graphs, or case studies, followed by discussion and Q&A sessions. These sessions allowed participants to clarify, critique, and expand upon the presented ideas. As a result, the presentations contributed to knowledge enhancement in digital marketing, the development of communication and teamwork skills, and the exchange of ideas and experiences among participants (Chaffey & Ellis-Chadwick, 2019).

Moreover, the group discussions highlighted the sharing of practical experiences on effective digital marketing strategies, including tips and tricks in campaign management. Participants demonstrated increased understanding of key concepts and their application in business contexts. The activities also supported the development of analytical, problem-solving, and collaborative skills. In addition, new solutions and innovative ideas emerged to improve digital marketing performance, supported by the exchange of knowledge on digital tools and platforms (Ryan, 2016).

Figure 1. Documentation of Activity

3.2 Discussion

Evaluation of the program outcomes indicated that most objectives were successfully achieved. The established indicators, activity results, and intended impacts aligned with the initial plan. The community gained new knowledge and skills, experienced positive behavioral changes, and reported an improved quality of life. Furthermore, local potential was developed and utilized more effectively (Ife, 2016).

Several factors influenced the program's success, including the level of community involvement, the quality of planning and implementation, and the availability of resources. The positive impacts included improved welfare, capacity building, and empowerment, making the community more independent and resilient. On the social level, the activities enhanced community awareness and participation, while economically, they created opportunities for income generation. From an environmental perspective, the program fostered increased awareness and actions toward environmental sustainability (Adi, 2013).

Community involvement played a crucial role in ensuring the program's effectiveness. Active participation in planning, implementation, and evaluation helped strengthen a sense of ownership and accountability. Key factors supporting this involvement were open communication, trust between implementers and community members, and early engagement from the beginning of the project (Ife & Tesoriero, 2008).

Several lessons were learned from this program. These included the importance of thorough planning, early involvement of the community, flexibility in responding to challenges, and continuous monitoring and evaluation. Such insights provide a foundation for improving future community service programs, making them more sustainable and impactful (Adi, 2013).

4. CONCLUSION

Overall, the Bojong Kulur community service program succeeded in enhancing community capacity, developing local potential, and improving community welfare. The program achieved its targets as planned and generated significant positive impacts. Therefore, this initiative can serve as a model for successful community development and as a reference for similar projects in the future. Recommendations include further development of community service initiatives and stronger community involvement in the planning and implementation stages to maximize long-term benefits.

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