



# EVALUATION OF UTILIZATION ACTIVITIES OF DIGITAL MARKETING LANDING PAGES FOR SMALL BUSINESSES AT SALES VOLUME

By

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## ABSTRACT

This study is a form of evaluation of activities carried out by small clothing business owners in RW 02 Tlogomas Malang with the aim of identifying problems, causes and finding solutions. After obtaining information from sources or informants who were contacted that; in general, namely 55% since June 2024 have not had an impact on increasing sales, then 25% said there was an increase in sales while 15% said sales were relatively stable and there were 5% who experienced a decrease in sales results. The main cause of the problem faced is the lack of ability to utilize 'landing pages', namely 60%, and only 30% can utilize the media and 10% only try and do not use 'landing pages' as a medium for promotion. These results certainly need to be followed up, namely by providing maximum training for the use of 'landing pages' for the small business owners in question.

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## 1. INTRODUCTION

Small and Medium Enterprises (SMEs) are independent productive economic enterprises carried out by individuals or groups or business entities. Usually, SMEs are mostly managed by individuals and involve families (Ahrnadi, 2021). In addition, SMEs play a role in providing employment, creating new markets and innovation, important players in the development of local economic activities and empowering communities, as well as their position as major players in economic activities in various sectors (Wickham, 2019).

Therefore, SMEs need special attention and are supported by accurate information, so that there is a targeted business link between small and medium business actors and elements of business competitiveness, namely market networks (Anggraini & Supriyanto, 2019). The information technology revolution has changed the world of marketing in recent years. Marketing communication methods that were previously traditional and conventional have now been integrated into the digital world (Ascharisa, 2018).

Digital information technology which is used as a means, infrastructure and facilities then the ability of owners or managers to manage a business, is a phenomenon that is still hot to study. Figure 1, shows that the change from offline to online marketing is the biggest way in the Covid-19 conditions, so it can be said that the need to survive in increasingly tight competition cannot be separated from digital information technology. Regarding information from the results of this study, the way out is to replace or create new products or businesses.

Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information simply by browsing cyberspace, making the search process easier (Chaffey, 2015). Small and medium business actors should also start utilizing digital media as

one of their product marketing efforts so that consumers are more familiar with the products produced by these SMEs. The use of digital technology-based marketing concepts (digital marketing) gives SMEs hope to develop into centers of economic power. Social media is a digital marketing tool that is easiest to use in developing SMEs. In fact, social media is a doorway for SMEs to communicate with millions of people about products while creating new marketing (Naimah et al., 2020).

Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information simply by browsing the internet, making the search process easier. Buyers are now increasingly independent in making purchasing decisions based on their search results.

Digital marketing can reach all people wherever they are without any geographical or time limitations. Users in marketing online, namely through social media or social networks. The available social networks sometimes have different characteristics. Some are for making friends such as Facebook, Instagram, Line, and some are specifically for finding and building relationships such as those offered by LinkedIn.

More personal media such as e-mail (electronic mail) are also available. From the various platforms mentioned above, business actors can also utilize personal website media (Oktafiyani & Rustandi, 2018). According to Magrath and McCormick, online sellers can visually convey brands, personalities, and product identities through visual design stimuli. By doing so, they are able to impact consumers' emotional responses, behaviors, reactions, and hedonic experiences (Kim & Lennon, 2020). Based on the background of the problem above and to clarify the main discussion in the implementation of this activity, the following problems can be formulated: Lack of knowledge in marketing products and/or services online, especially using 'landing pages', considering that the use of social media accounts is a priority problem faced.

## 2. LITERATURE REVIEW

The concept of selling is the idea that consumers will not buy enough of a company's products unless the company undertakes large-scale sales and promotional efforts (Kotler & Keller, 2014). Selling is a process by which the needs of buyers and the needs of sellers are met, through the exchange of information and interests (Lupiyoadi, 2015). Selling is the science and art of influencing individuals carried out by sellers to persuade others to be willing to buy the goods or services they offer (Patria, 2020).

Sales volume is the number of products sold in a work period or business activity to determine the company's loss or profit in determining the company's break even (Kotler & Keller, 2014). Sales volume is an effort to create a level or measure of society to buy goods or services. Volume is the size, quantity and weight (Lupiyoadi, 2015). Sales volume analysis is an in-depth study of sales problems, net of the company's profit and loss statement (operational report), so management needs to analyze the total sales volume and also the volume itself. Digital marketing allows businesses to achieve certain communication goals using the internet. Distribution Information: Providing complete and detailed company product information is one of the important purposes of using a website (Firmansyah, 2021). Social media, such as Facebook, is a common medium for digital marketing efforts. Social media platforms such as Instagram, WhatsApp, Twitter, and so on all have unique features that allow businesses to promote and sell their products and services. The use of technology in marketing is very important for small businesses to survive (Alford & Page 2015).

In addition to building brand recognition, digital marketing can also be used to determine which social media platforms to use as well as develop messages and decide on various promotional strategies (Oktafiyani and Rustandi 2018). Thus, the business will be able to function optimally. There must be a separate identity for each SME activist to distinguish it from others. Defining individual or group identity can be done in various ways (Saudah & Adi 2018). When a small business has access to the internet, is active on social media, and is able to expand e-commerce capabilities, it generally reaps the financial, employment, innovation, and competitive benefits that accompany these activities. Many SMEs, on the other hand, have not adopted new technologies. especially when it comes to digital media (Naimah et al., 2020). An integrated interactive marketing approach that brings together producers, customers, and the market as a whole is known as digital marketing. By using a plan that utilizes technology, companies will be able to more easily reach their target market (Sasa et al., 2021).

## 3. METHODOLOGY

This study is an Evaluation of Community Service Activities (EK-PKM) which was carried out on February 15, 2024 in RW 02 Tlogomas, Malang City. At that time, a Routine Meeting of the RW 02 Tlogomas Management was also held (the author is the treasurer of RW 02 Tlogomas). This activity was attended by several small business

people. The number of representatives from small business groups who attended was 7 people. To overcome the problems that occur, it is necessary to share knowledge in introducing digital marketing through the use of landing pages.

This study is an evaluation of the results of the activities that have been carried out as published in; [Journal of Software Engineering and Simulation 10\(8\):43-46, DOI:10.35629/3795-10084346](#). In this activity, "the audience also gets an introduction and training in digital marketing through the use of landing pages. The introductory material given to the audience includes the understanding or definition of digital marketing, the benefits of digital marketing". Also the advantages of using digital marketing, the understanding or definition of landing pages, how landing pages work, the main function of landing pages, types of landing pages, examples of landing pages, and sites that provide landing pages, for training, the audience is explained about how to create a landing page using the Canva online application. From this community service activity, "the audience gets an overview of digital marketing and landing pages that can help in the product marketing process, the audience is also able to create landing pages independently". The following is some documentation of the implementation of community service activities, as presented in the following picture.



Figure 1. Landing page socialization activities related to digital marketing

The audience gets an overview of "digital marketing and landing pages that can help in the product marketing process, the audience is also able to create landing pages independently". Several important materials are presented to the audience as presented in the following image. The existence of a landing page, "can increase the effectiveness and efficiency of digital marketing strategies, whether in terms of time, energy, or cost". Customers are only presented with relevant information related to products/services, and if they are interested they can immediately click on the CTA button that has been provided. Just imagine, "if you still do it manually, how much time, energy, and cost do you have to spend if you want to educate customers one by one". of course this is very ineffective and inefficient.

#### 4. RESULTS AND DISCUSSION

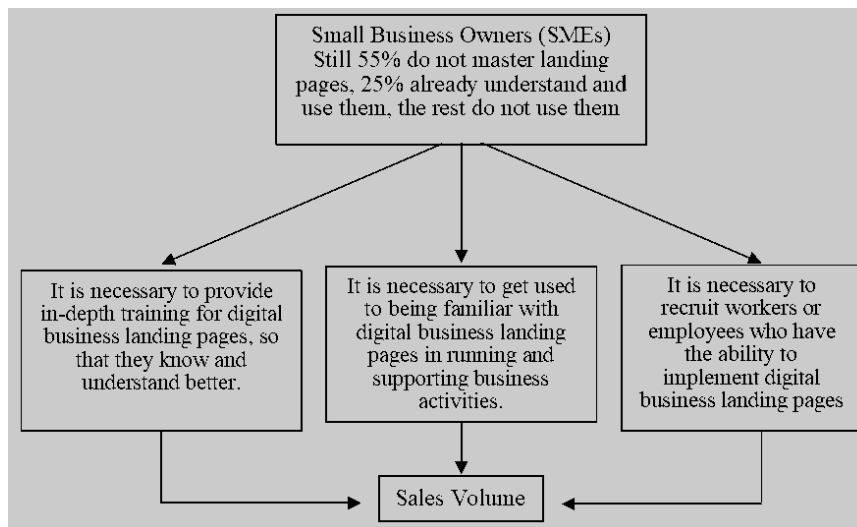
Business is an organization that sells goods or services to consumers or other businesses, to make a profit. Historically, the word business comes from the English word business, from the basic word busy which means "busy" in the context of individuals, communities or society. In the sense, busy doing activities and work that generates profit. Businesses are formed to make a profit and increase the prosperity of their owners. Owners and operators of a business are rewarded according to the time, effort, or capital they provide. However, not all businesses pursue profits like this, for example cooperative businesses that aim to improve the welfare of all their members or government institutions that aim to improve the welfare of the people.

Digital business or also called digital business using 'landing pages' is the most sophisticated business today which is expected to continue to grow every year and will increase sharply over time (Aagard, 2019). Digital business

here is online business. Digital business or online business is a real business that uses internet media. Digital business is a business that uses technology as an advantage in internal and external operations (Alford & Page, 2015). Figure 2 is presented as a solution to building a digital business that is run online, its market share will certainly be wider. Unlimited market, without time limits, consumers without hierarchy and can be done anywhere as long as there is an internet network. Building a digital business is not easy, many digital businesses have gone bankrupt or been acquired by other digital businessmen. Building a business in the digital era has challenges that require insight and its own abilities. Digital business starts right, the next process will be easier and will achieve the best results. Digital business that utilizes advances in digital technology to create business opportunities and solutions.

Therefore, steps are needed; 1). Need to provide in-depth training for digital business landing pages, so that they know and understand better; 2). Need to get used to being familiar with digital business landing pages in running and supporting business activities; and 3). Need to recruit workers or employees who have the ability to implement digital business landing pages.

An important step for digital business, entrepreneurship thinks and acts to be oriented towards technology and information systems. For beginners and even strong digital entrepreneurs, they must have broad insight into technology (Berman, 2012). Digital business including 'landing pages' has also seen a shift in purchasing power; each department now pushes the applications that best suit their needs, rather than relying on IT to drive change (Manuti, 2018).



**Figure 2. Solution to solve the problem Digital Marketing, Landing Pages For Small Businesses**

The term digital economy was introduced by Don Tapscott in 1995 through his book entitled *The Digital Economy: Promise and Peril in the Age of Networked Intelligence*. The digital economy is an economic activity based on digital internet technology (Yoo et al., 2012). The digital economy is also known as the internet economy, web economy, digital-based economy, new economy knowledge, or new economy. The digital economy era or new economy era emerged when organizations began to marry IT productivity from asset resources with knowledge from human resources to reach global cross-border transactions in the form of a connected economy.

Several digital business models have emerged in the digital economy. Open markets are digital transactions that are open to everyone directly in the form of peer-to-peer. Revenue is derived from wages received (Chaffey, 2015). Examples are e-auctions such as e-Bay. Aggregations are e-tailer companies that collect several producers and offer their products to customers. Revenue is derived from advertising and sales. Examples are online stores Lazada, Zalora, and Bhineka. Portals offer services and content searches, news, e-mail, chat and others. Revenue is derived from advertising and subscription fees. Examples are Yahoo.com, Google.com. Content providers are information providers such as newspapers and magazines. Revenue is derived from advertising and subscription fees. Examples are Detik.com and Viva.co.id. Electronic brokers are electronic intermediaries for conducting transactions. Revenue is derived from advertising and transaction fees. Examples are Agoda.com and Etrading.com. Service providers are sellers of services, not goods, online. Revenue is derived from the sale of their services. Examples are Lawinfo.com and Xdrive.com. Community providers are sites that provide a place for certain groups, such as hobbyists or certain professions, to meet. Revenue is generated from advertising and membership fees.





Consistent realization of digital business ideas will show results within a semester. The progress of digital business within six months shows an increase, then the business can be developed. Preferably, the expansion of digital business is carried out step by step to stabilize the business and minimize the occurrence of business losses or financial and non-financial business risks. In starting a digital business, there are several important points to support business growth in the digital era, including optimizing the use of social networks, conducting online promotions and creating e-commerce websites that attract consumers.

## 5. CONCLUSION

Digitalization is a market reality and we must follow it. Digitalization has changed various aspects of business activities (digital innovation) including business processes, management, collaboration in information exchange, marketing, interaction between business actors in the ecosystem, the need for human resources to support business as an impact of the use of digital technology. Technology is not the only determinant of the success of a digital business. How to use digital elements and technology in business is a decision made by the human mind. Humans are the drivers and controllers of change. Humans are managers of knowledge so that it has economic value for business. Humans are assets (investments), not just resources that will generate value and competitive advantages for businesses in the digital era.

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