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## THE ROLE OF DIGITAL MARKETING IN INCREASING SALES TURNOVER FOR MICRO, SMALL, AND MEDIUM ENTERPRISES

By

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### Article History:

Received: 16-11-2022

Revised: 21-11-2022

Accepted: 18-12-2022

### Keywords:

Digital Marketing, Sales Turnover, Micro, Small, and Medium Enterprises

**Abstract:** *The purpose of this community service activity is to socialize the role of digital marketing in increasing sales turnover for Micro, Small, and Medium Enterprises (MSMEs). Based on the problems found and formulated, the problem solving framework carried out through this community service activity is to socialize the use of digital marketing in order to help increase sales turnover to MSMEs. In this socialization, the authors target MSMEs actors as learning digital marketing. The implementation of community service socialization activities is carried out using lecture, tutorial, and discussion methods. This socialization activity is very beneficial for MSMEs who have small businesses. The material provided can also add to the understanding of knowledge and practice of using Facebook or Instagram for product promotion. Through this socialization activity, it is hoped that it will increase the awareness of MSMEs community in Gaharu Village, Medan Timur District, Medan City, North Sumatra Province to start practicing the use of Facebook or Instagram for product promotion. It is hoped that MSMEs actors can share knowledge about using Facebook or Instagram for product promotion to other MSMEs actors. It is also hoped that the organizing committee will be able to organize socialization activities with topics related to other MSMEs so that they can be explored and practiced in the world of MSMEs.*

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## INTRODUCTION

Since the spread of coronavirus disease 2019 (COVID-19) broke out in 2020, the



business sector has undergone drastic changes. Some countries carry out lockdowns, social restrictions and so on on community life activities to reduce the space for spread. As a result, business activities can be disrupted if business actors still rely on face to face transactions with consumers. However, business systems that used to use traditional methods must switch to online. With the help of this technology, the online system can help business actors to expand networks between businesses that are no longer limited by space and time barriers.

In addition to the business system being carried out online as a whole, Micro, Small, and Medium Enterprises (MSMEs) sector also requires innovation in marketing not only so that they can survive in a pandemic situation but so that MSMEs can promote their products and maintain profits even without making direct transactions with consumer. This marketing is digital marketing or digital marketing. According to Chakti (2019), digital marketing is a form of effort made in terms of marketing by using devices connected to the internet with several strategies and digital media that aim to be able to communicate with potential customers through online communication channels.

Digital marketing techniques have been found since the 1990s which began with the use of e-mail and websites and then switched to the internet using search engines such as Yahoo, Lycos, Alexa, and Google. This development was then supported by the use of smartphones which provide more intense communication facilities in cyberspace such as social media Twitter, Facebook, Instagram, Whatsapp, Line, and many more. The use of computer and smartphone technology can now be enjoyed and affordable by various groups. In addition, access to internet facilities is easy to obtain in public places (cafes, libraries, restaurants, stations, airports, and many more) or by purchasing a cellular card. With all these conveniences, communication between mobile and computer users is increasingly open.

Until now, internet users have reached 197.2 million people (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). This figure is quite high, indicating that almost all Indonesian people understand how to operate internet technology. However, its use is still not on target. The thing that underlies MSMEs actors has not been able to utilize technology to support their businesses and businesses is that the use of the internet is still limited for entertainment or information exchange but has not focused on using it for digital marketing. In addition, understanding of the use of social media, websites, and other platforms is still very minimal. So that there is a need for guidance and guidance to increase knowledge of the use of digital marketing for MSMEs so that sales turnover can last and it is hoped that there will be an increase. Thus, the pace of the Indonesian economy can still grow and compete in the global market.

Several solutions that can be implemented in utilizing digital marketing that MSMEs need to know are determining the target market, using digital advertising, using social media, utilizing market places, conducting online promotions regularly. In determining the target market, MSMEs must consider and adjust the types of consumers to the products they sell. This can be done by market segmentation by grouping age, gender, characteristics, and so on. In addition, MSMEs can also take advantage of digital advertising as an effort to increase brand awareness of predetermined target consumers. This method is advantageous because it can reach a wider network of consumers at a relatively low cost and in a short time. The features developed so far are in the form of YouTube Ads, Facebook Ads, Instagram Ads, and



Google Ads that can adjust the broadcast based on the target audience, time, location, and media.

In addition, the use of social media as a business field is one way to reduce capital for product promotion because MSMEs only need internet quota fees to make posts. One of the most popular social media today is Facebook, Twitter, Whatsapp, Line, Tiktok, and others. Utilizing the market place is also an opportunity for MSMEs actors to maintain consumer confidence because the system built is safe from fraud, such as Lazada, Bukalapak, Shopee, Tokopedia, and others. The last step is to carry out online promotions regularly. This online promotion aims to make the product more known and purchase transactions to increase because this method shows the seriousness of MSMEs actors in selling products. This can be done by building business-specific social media, posting attractive product photos, creating hashtag posts, setting a regular posting schedule, and choosing interesting content. Thus, posting these products will help attract consumer attention and be loyal to visit the product's business account page (Sidiq, 2020; Ariyanto et al., 2021).

The use of digital marketing technology is not widely understood by some MSMEs actors now because the understanding of the use of social media, websites, and others is still limited for communication and entertainment needs. This will certainly limit the space for MSMEs to run their business, especially during the pandemic, when buying and selling transactions can no longer rely on face to face activities. The pandemic period has required all parties to take advantage of online facilities so that MSMEs need to learn how to use digital marketing with the aim of increasing sales turnover.

Through this socialization, the author conveys the importance of digital marketing to increase sales turnover in order to maintain business existence and retain consumers. It is hoped that this solution can provide understanding to MSMEs in Gaharu Village, Medan Timur District, Medan City, North Sumatra Province to immediately master and use social media, build websites and other online media so that they can determine sales systems and strategies that are in line with developments era.

The purpose of this community service activity is to socialize the role of digital marketing in increasing sales turnover for MSMEs.

The benefits of this community service activity are:

1. Business actors gain knowledge about the importance of using digital marketing.
2. Business actors know about how to utilize social media, digital advertising, and websites for online marketing.
3. Communities and business actors can prepare appropriate strategies to switch on site sales to online.

## METHOD

The problem solving framework or commonly known as the research methodology is a thought process of determining the problem (Octiva et al., 2018; Pandiangan, 2018; Pandiangan, 2022). The problem solving framework is a series of procedures and steps in research that aim to obtain systematically structured stages, so that research can be carried out effectively and efficiently (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015). Based on the problems found and formulated, the problem solving framework carried out through this community service activity is to socialize the use of digital marketing in order to help increase sales turnover to Micro, Small, and Medium Enterprises (MSMEs). The steps to be



carried out are as follows:

1. Lectures and questions and answers about the importance of knowing how to use digital marketing and the benefits you get from digital marketing.
2. Give examples of media that can be used to cook products that are sold.
3. Assistance in taking steps to use Facebook or Instagram as online promotional media.

In this socialization, the authors target MSMEs actors as learning digital marketing. This target was set as an effort to increase understanding of the importance of digital marketing in helping to increase the sales turnover of the business being run. Through this socialization activity, it is hoped that MSMEs actors will gain knowledge and share this knowledge with other communities.

The implementation of community service socialization activities is carried out using lecture, tutorial, and discussion methods. Lecture method is a method that provides explanations of a material (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). Tutorial method is academic assistance or tutoring by tutors to students to help smooth the process of independent student learning individually or in groups related to the material being studied (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). Discussion method is a learning method that exposes students to a problem. The main purpose of this method is to solve problems, answer questions and understand students' knowledge, and to make decisions (Pandiangan et al., 2022; Tobing et al., 2018). The methods used in this socialization activity are described as follows:

1. The participants are given an overview of the meaning of digital marketing and the benefits to be gained by doing digital marketing for product promotion. Furthermore, the participants explained several examples of the use of social media, websites, digital advertising as a medium that helps promote products. The lecture session was held for 1 hour.
2. The participants were given an explanation of examples of steps to use Facebook or Instagram for online promotions. The tutorial session lasts 1 hour.
3. The participants were then asked to provide questions related to the use of digital marketing and then, given further explanation by the source person concerned. This discussion session was held for 1 hour.

## RESULT

The results of the socialization activity entitled "The Role of Digital Marketing in Increasing Sales Turnover for Micro, Small, and Medium Enterprises" to help improve performance and provide an overview to Micro, Small, and Medium Enterprises (MSMEs) actors in Gaharu Village, Medan Timur District, Medan City, North Sumatra Province. This lecture activity was attended by MSMEs actors.

The event ran in an orderly manner during the outreach activities. The event was opened with remarks by the Chairman of the Foundation. Furthermore, the Service Team as the organizing committee and resource persons presented the material. The material focuses on the understanding, benefits and advantages obtained from digital marketing. Next, the resource persons explained examples of the use of social media, websites and digital advertising to carry out online promotions. The next discussion session was carried out by the MSMEs actors and participants to hold a question and answer discussion with the



speakers.

Throughout the results of the discussion, MSMEs participants seemed enthusiastic in asking questions. This is reflected in several questions about how to create an image or content design that attracts customers to buy the products being sold and what delivery systems can be trusted at this time. At the end of the session, MSMEs participants provided feedback that they generally understood the material presented and could add to their knowledge and practice the steps for using Facebook or Instagram for product promotion.

## CONCLUSION

This socialization activity is very beneficial for Micro, Small, and Medium Enterprises (MSMEs) who have small businesses. The material provided can also add to the understanding of knowledge and practice of using Facebook or Instagram for product promotion. Through this socialization activity, it is hoped that it will increase the awareness of MSMEs community in Gaharu Village, Medan Timur District, Medan City, North Sumatra Province to start practicing the use of Facebook or Instagram for product promotion.

It is hoped that MSMEs actors can share knowledge about using Facebook or Instagram for product promotion to other MSMEs actors. It is also hoped that the organizing committee will be able to organize socialization activities with topics related to other MSMEs so that they can be explored and practiced in the world of MSMEs.

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