



## Implementation Of the Use of Digital Marketing as a Strategy to Improve the Performance of MSMEs Assisted By Kamar Dagang dan Industri Indonesia (Kadin) City Of Bandung With Technopreneurship Character

Sunardi Sembiring Brahmana, Sri Astuti Pratminingsih, Uce Karna Suganda, Gagan Sugandi

Sekolah Pasca Sarjana Universitas Widyatama

Email: [sunardi.brahmana@widyatama.ac.id](mailto:sunardi.brahmana@widyatama.ac.id); [sri.astuti@widyatama.ac.id](mailto:sri.astuti@widyatama.ac.id),

[uce.karna@widyatama.ac.id](mailto:uce.karna@widyatama.ac.id), [gagan.sugandi@widyatama.ac.id](mailto:gagan.sugandi@widyatama.ac.id)

### Article History:

Received: Jan 20<sup>th</sup> 2023

Revised: Apr 19<sup>th</sup> 2023

Accepted: May 30<sup>th</sup> 2023

### Keywords:

Digital Marketing,

MSME Performance,

Technopreneurship

**Abstract:** *The pandemic has given tremendous pressure and blows on MSME actors. Traditional marketing strategies can no longer be expected. MSME actors need new ways and breakthroughs to deal with this situation. One of the technologies currently developing in the world of marketing is the use of digital technology in marketing, which is then known as digital marketing. This is the background behind this community service activity to train MSME actors in the city of Bandung to understand and implement digital marketing. The activity was carried out on July 14, 2022. The activity has been going well. This training needs to be followed up by providing assistance to further enhanced MSME actors' capability in designing and implementing digital marketing in their businesses.*

## Introduction

This Community Service activity is a follow-up to the Community Service activities that were carried out in the last odd semester. The partners of this activity are MSME actors who are under the guidance of Kadin City of Bandung. There were 42 partners participating in this activity. These participating partners have various businesses, including in the culinary, fashion, handicraft, event organizer, and trade sectors. Based on gender, participants were dominated by women (83%), with most of the ages being between 41 and 50 years. Based on the type of business, the most participants were in Culinary (64%), followed by Fashion (21%, Services (7%), and Trade (7%). In general, the participants who attended were business owners (98%).

Participant profiling data shows that only 7% of participants are able to properly

use digital platforms in their business marketing activities. Only 19% of Business Actors (MSMEs) are able to use digital marketing in their business, and only 21% of MSMEs are able to use social media in their business. All MSME Participants according to their needs expect to receive training in the form of skills in using digital marketing as a strategy to increase digital marketing sales and increase their network and business volume properly.

As a strengthening effort to obtain the success of the current training, the results of profiling Business Actors (MSMEs) training participants in previous community service activities, the majority of participants (98%) had a strong motivation to attend training. Thus, from the results of partner profiling (MSME actors), crucial issues that need to be addressed immediately include increasing the hard competency of Human Resources. Skills in using digital marketing techniques that need to be utilized include social media with the support of relevant soft competencies in the form of a work ethic, mentality, and high enthusiasm as a basis for optimizing marketing in using digital marketing technology.

The lack of hard competencies that are owned requires the need for a strengthening strategy through the technical implementation of using digital marketing technology so that every MSME player grows into a reliable technopreneurship. The basic ability to be able to use information technology in the digital marketing business is a business requirement in an effort to promote products and gain a competitive advantage in the global market. Based on this, the implementation team put forward the idea of holding Community Service activities using skills training methods to use various digital marketing platforms using methods of presentation, discussion, and question and answer as well as simulations using offline methods with the aim of increasing these hard competencies as an effort to optimize the marketing of the products produced. Through this activity, it is hoped that there will be continuity of coaching in terms of strengthening MSME HR skills under the Bandung City Chamber of Commerce, considering that MSME actors need to utilize social media in marketing strategies and marketing mix in the businesses they run.<sup>1</sup>

MSMEs which are part of the micro-economy is expected to be able to improve people's lives. MSME activities in the midst of the Covid-19 pandemic are new businesses that must be managed by competent human resources and supported by a mental, tough, strong, and consistent spirit to optimize the innovation and creativity of the products they produce in order to have competitiveness.<sup>2</sup> Kurniawati argue that small industrial activities (MSMEs) can develop and achieve their goals if they have innovation and

---

<sup>1</sup> I. D. Utama, "Analisis Strategi Pemasaran pada Usaha Mikro Kecil dan Menengah (UMKM) pada Era Digital di Kota Bandung," *EQUILIBRIUM: Jurnal Ilmiah Ekonomi Dan Pembelajarannya* 7, no. 1 (2019): 1–10.

<sup>2</sup> N. Nurani, D. Dally, M. Haizam, N. Hermina, M. Suratman, & E. Firdaus, "Penguatan SDM UMKM Binaan Kadin Kota Bandung Berkarakter Technopreneurship Yang Berdaya Saing Di Pasar Global Melalui Digital Marketing," *Jurnal Inovasi Masyarakat* 1, no. 3 (2021): 218–225.

creativity in their production results.<sup>3</sup> According to Satria (2011), Darwanto et al. (2013) and Yunal (2013), it is known that innovation and creativity are very helpful and have a significant influence on the development of MSMEs.<sup>4</sup>

Since being hit by the Covid-19 pandemic, Micro, Small, and Medium Enterprises (MSMEs) and digital sales in the city of Bandung have experienced a rapid increase. This is due to the PPKM set by the government so that people are no longer free to carry out activities outside. This condition has made people's behavior begin to change, from shopping in person at seller outlets to shopping online through various platforms which are currently. This increase also has a positive impact on the rate of economic growth in the city of Bandung from 2020 to the end of 2021 and the rate of economic growth in the city of Bandung is currently moving at 3.5 percent.<sup>5</sup> This was due to an increase in product purchases online. The increase in MSMEs and online trade transactions has increased rapidly. As of 2022, the growth of MSMEs in the city of Bandung will increase to 180,000 new businesses. Meanwhile, online trading transaction activity increased by 150 percent.<sup>6</sup> "This factor is driven by high purchasing power and a shift in society to buy without face-to-face meetings,"<sup>7</sup> The rapid development of technology requires that the UMKM HR of the Bandung City Chamber of Commerce and Industry must be responsive, skilled, and adaptive to adapt to technological changes.<sup>8</sup>

There are several problems faced by SMEs assisted by Kadin Bandung, related to attitudes and behavior of technopreneurship businesses, namely:

First, there is still a lack of ability to carry out online marketing, because the competency in using digital marketing facilities is not optimal because it helps market the products produced; and second, business competition is getting tougher demanding adaptivity to information technology, but MSME players are not yet skilled at using digital marketing technical facilities. Digital marketing builds on the database (of customers and

---

<sup>3</sup> E. Kurniawati, I. Idris, P. Handayati, & S. Osman, "Digital Transformation of MSMEs in Indonesia during the Pandemic," *Entrepreneurship and Sustainability Issues* 9, no. 2 (2021): 316.

<sup>4</sup> D. Darwanto, U. Tri, & D. Danuar, "Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) Berbasis Ekonomi Kreatif di Kota Semarang," *Diponegoro Journal of Economics* 2, no. 4 (2013): 19599.; D. Satria, "Strategi Pengembangan Industri Kreatif untuk Meningkatkan Daya Saing Pelaku Ekonomi Lokal," *Jurnal Aplikasi Manajemen* 9, no. 1 (2011): 301–308.; V. O. Yunal, "Analisa Pengaruh Motivasi Berwirausaha dan Inovasi Produk terhadap Pertumbuhan Usaha Kerajinan Gerabah di Lombok Barat," *Agora* 1, no. 1 (2013): 337–347.

<sup>5</sup> M. Nandri, "Ini Upaya yang Dilakukan Disperindag Kota Bandung untuk Bangkitkan Ekonomi di Masa Pandemi," <https://jabar.tribunnews.com/2022/02/25/ini-upaya-yang-dilakukan-disperindag-kota-bandung-untuk-bangkitkan-ekonomi-di-masa-pandemi> (2022).

<sup>6</sup> Ray, "Efek Pandemi, UMKM dan Penjualan Digital Kota Bandung Tumbuh Pesat," <https://www.bandung.go.id/news/read/6142/efek-pandemi-umkm-dan-penjualan-digital-kota-bandung-tumbuh-pesat> (2022).

<sup>7</sup> M. Nandri, "Ini Upaya yang Dilakukan Disperindag Kota Bandung untuk Bangkitkan Ekonomi di Masa Pandemi," <https://jabar.tribunnews.com/2022/02/25/ini-upaya-yang-dilakukan-disperindag-kota-bandung-untuk-bangkitkan-ekonomi-di-masa-pandemi> (2022).

<sup>8</sup> I. D. Utama, "Analisis Strategi Pemasaran pada Usaha Mikro Kecil dan Menengah (UMKM) pada Era Digital di Kota Bandung,"

prospects) and creates a constant flow of communications between customers and suppliers and between customers themselves.<sup>9</sup> The challenge for Digital SMEs is how to maintain product continuity and quality.<sup>10</sup> Almost all businesses are increasing their intensity on digital media marketing.<sup>11</sup>

Based on the description above, the implementation of this community service activity is in the form of providing skills in implementing the use of digital marketing platform applications for MSME business actors as a solution to some of the crucial problems faced by MSME players assisted by the Bandung City Chamber of Commerce and Industry.

This activity is supported by Widyatama University in synergy with the Bandung City Chamber of Commerce and Industry through an activity entitled "Implementation of Digital Use. Marketing as a Strategy to Strengthen MSME Human Resources under the guidance of the Bandung City Chamber of Commerce and Industry with the character of "Technopreneurship".

## Method

The methods of implementing the activities used in this Community Service activity are explanations, discussions, and questions and answers as well as simulations using the offline method. This activity targets MSME actors who have received understanding and knowledge of using digital technology based on technopreneurship characteristics, namely having a reliable mentality and enthusiasm that has been conveyed in previous Community Service activities.

The continuity of coaching and mentoring for MSME actors is a manifestation of the integration of HR competencies, both hard skills and soft skills, so that MSME actors are able to make adjustments to the dynamics of global market competitiveness, in the form of creativity and innovation to optimize the use of digital platforms as strategic marketing techniques.

In explaining the material, the speakers conveyed the importance of the benefits and technical use and arrangement of digital business facilities or tools as a marketing strategy through various social media platforms including Instagram, Facebook, Twitter, Tiktok, Marketplace, E-Commerce (Bliblidotcom, Toko Bagus, Lazada, Kaskus FJB, TokoPedia, Bukalapak), create a Website or Blog, Social Video Marketing (YouTube,

---

<sup>9</sup> Dave Chaffey and Paul R. Smith, *Digital Marketing Excellence: Planning, Optimizing, and Integrating Online Marketing* (Routledge, 2017).

<sup>10</sup> C. Supriadi, "UKM Harus Manfaatkan Internet untuk Pemasaran dan Branding," <https://www.marketing.co.id/menkop-puspayoga-ukm-harus-manfaatkan-internet/> (2016).

<sup>11</sup> D. Hasri, "Tips Digital Marketing di Saat Pandemi COVID-19 (Bagian 1)," <https://kumparan.com/dianta-hasri/tips-digital-marketing-di-saat-pandemi-covid-19-bagian-1-1tQzPuWQ0YK> (2020).

video), Social Messenger (Whatsapp, telegram, line). Submission of the material will be supported by a visual display in the form of PowerPoint slides.

In addition to paying attention to the speaker's description, the participants played an active role in discussions, questions and answers, and technical simulations for preparing facilities for various digital business platforms. Furthermore, the speakers also provided opportunities for the representatives of the participants to share their experiences regarding the technical use and preparation of social media facilities/facilities in marketing their products.

Participants are expected to enthusiastically pay attention to the speaker's descriptions and also be active in questions and answers, discussions, and simulations. Next, the speaker will dig up information regarding the obstacles faced by MSME actors in optimizing the technical use and preparation of social media facilities/facilities in marketing business products. The speakers also provided an opportunity for participants to convey their hopes to the central government and local governments in an effort to rise after the Covid-19 pandemic in facing the global market regarding the material that was presented by the speakers.

Systematically the problem-solving framework that will be carried out in this activity is as follows: first, determining the problems for MSME actors in Bandung City, namely related to the importance of technical skills in optimizing hard skill competencies related to the use and ownership of digital business tools as a marketing strategy through various social media in the global market based on creative and innovative enthusiasm and mentality of business actors as a basis for competence; second, some of the problems faced are the not optimal use of social media by MSME actors and the limited understanding of MSMEs related to the use of digital business tools as an effort to survive and have the opportunity to overcome competitiveness; third, after the Covid-19 pandemic, MSME actors experienced several problems, namely decreased sales, difficulty obtaining raw materials, distribution delays, capital difficulties, and production delays.<sup>12</sup>

The stages of implementing activities as a solution offered to answer some of the problems faced are as follows:

1. Meeting with representatives of Kadin City of Bandung and confirmation regarding data collection of prospective PKM participants, especially participants who have received training in previous PKM activities.
2. Socialization of activities to MSME actors in the City of Bandung in collaboration with the West Java Kadin Team.
3. The PKM implementing team cooperates in preparing an activity plan.

---

<sup>12</sup> E. Catriana, "Terpukul Corona, Ini 5 Keluhan Para Pelaku UMKM," <https://money.kompas.com/read/2020/03/27/190000026/terpukul-corona-ini-5-keluhan-para-pelaku-umkm?page=1> (2020).

4. The PKM implementing team prepares extension materials.
5. The PKM implementing team compiles a schedule of activities and prepares the needs for PKM activities.
6. The PKM implementing team carries out activities in accordance with the plans that have been prepared.
7. After the implementation of the activities, the Implementation Team publishes in the media and evaluates the activities, and prepares reports on these activities.

This Community Service activity in the form of technical counseling on the use and preparation of digital and digital marketing business facilities was carried out offline on Thursday, 14 July 2022. After the activity was carried out, an evaluation and analysis were carried out through a qualitative approach by analyzing data from questionnaires and participant observations following these activities.

Evaluation is carried out through questionnaires submitted and filled out by participants, both before and after the program is implemented with the aim of knowing to what extent the success of the program has been achieved. In addition to filling in the questionnaire, recording and evaluation of the constraints faced by the participants were also carried out related to the implementation of the counseling materials provided to the participants. This is done to identify and find out the obstacles and solutions that are being made to solve them and the sustainability of this activity by providing assistance to see the level of improvement in the implementation of the preparation and use of digital business platforms as a marketing strategy.

## **Result and Discussion**

The implementation of Community Service activities is carried out offline by providing education, socialization, and simulation in the form of debriefing on the importance of strengthening Human Resources (HR) for Micro, Small and Medium Enterprises (MSMEs) assisted by Kadin City of Bandung, with technopreneurship characteristics that are globally competitive through skills using social media platforms as a digital marketing tool.

This activity began with a Committee report with a total of 42 participants, consisting of Culinary, Fashion, Event Organizer, and Trade Businesses. This was followed by remarks from the Head of the Master of Management Study Program at Widyatama University and remarks by the Chairperson of the Bandung City Kadin, who basically stated that MSMEs should be able to follow the dynamics of technology, namely the use of technology in doing business so that they can compete in the global market.

According to the observations of the Community Service Implementation Team, the Participants were very enthusiastic and serious about participating in this activity. Participants are dominated by female sex (83%), the age of the participants is mostly

---

between 41-50 years (38%), the type of business is Culinary (64%), Fashion (21%), Services (7%) and Trade (7%) ) with an educational background of 15 people (36%) with high school education, 7 people (17%) with D3 education, 17 people (40%) with Bachelor education and as many as 3 people (7%) with Masters education. Age range of 7 people (17%) aged 20-30 years, 10 people (24%) aged 31-40 years, 16 people (38%) aged 41-50 years and as many as 9 people (21%) aged over 50 years, the application most used by participants was Instagram (41%). then Facebook (24%), Tiktok (18%), Youtube (11%) and the least used are Twitter (3%) and other applications (3%).

The position of the business actor is generally the owner (98%). In the business aspect, especially the participants' knowledge of digital marketing was quite good (50%), then Business Actors (MSMEs) who were quite capable of using digital marketing in business 45%, SMEs who were able to use Social Media in their business were 50%. All MSME Participants (100%) hope that this training will increase digital marketing knowledge and skills and improve networking so that businesses can grow. As many as 69% of participants often attend training at KADIN. The participants hope to increase their knowledge and skills by participating in this training. 98% of participants had a strong motivation to attend the training until it was finished.

Participant evaluation of the instructor according to polling, turns out that 95% said the instructor had good knowledge and broad insight into the material presented and motivated participants to actively participate in the training. Instructors can adapt to trainees (97%), use appropriate delivery methods to participants (93%), and help participants master the competencies being trained (95%). The material followed was according to the needs of the participants (95%) and by the training theme (95%). The training material is delivered clearly and easily understood so that it is beneficial for the participant's business (95%).

As for training facilities and infrastructure, the room where the training was held was clean and well-organized (93%), and all tools and equipment during the implementation of the training were sufficient (90%). The training grounds are clean and comfortable (97%) and the lunch break meals are well served (97%). Meanwhile, for the satisfaction of the training participants, 100% of the participants stated that the training held by KADIN and Widayatama University had met expectations, and were happy to take part in this training. 98% of participants stated that they would re-enter the training provided by KADIN and Widayatama University and 100% of participants would suggest others take part in the training held by KADIN and Widayatama University.



*Figure 1. MSME training activities: (a) Resource Persons (b) Presentation of Resource Persons (c) Training Participants (d) Resource Persons and Participants taking a group photo*

## Conclusion

The Community Service activities have been successfully executed, adhering to the planned schedule, and demonstrated effective results. The preliminary study highlighted that MSME actors assisted by the Bandung City Chamber of Commerce face challenges related to weak Human Resources (HR), encompassing both soft and hard skills, particularly in utilizing technology to compete in the global market. The evaluation results revealed a positive response from the majority of participants, praising the well-implemented activities, the Committee's readiness, and the clarity of training materials, which were rated highly useful for business improvement. Additionally, the trainers received commendable evaluations, with good knowledge, adaptability, and motivational skills. Adequate training facilities and infrastructure also contributed to the participants' positive experience. The participants provided valuable inputs for future activities, emphasizing the need for regular implementation and further training opportunities. Overall, the Community Service activities successfully addressed the identified challenges, empowering MSME actors and fostering a desire for continuous improvement and growth in their business endeavors.

Based on the conclusions drawn from the data, the following recommendations can be made. Firstly, Kadin City of Bandung should establish sustainable programs aimed at enhancing the Human Resources (HR) capacity of MSMEs, enabling them to adapt to the dynamic business landscape and compete globally effectively. Secondly, for the

MSMEs assisted by Kadin City of Bandung, fostering a sense of unity and collaboration within the Bandung City MSME community is crucial, which could be achieved through a dedicated media or Information/Communication Forum. Lastly, the community service team should initiate a follow-up program to provide ongoing support and assistance to the MSMEs, ensuring that they continue to benefit and prosper from the knowledge and skills acquired during the Community Service activities. By implementing these recommendations, the MSMEs in Bandung can be better equipped to face challenges, seize opportunities, and thrive in the ever-changing business environment.

## References

- Catriana, E. "Terpukul Corona, Ini 5 Keluhan Para Pelaku UMKM." <https://money.kompas.com/read/2020/03/27/190000026/terpukul-corona-ini-5-keluhan-para-pelaku-umkm?page=1> (2020).
- Chaffey, Dave, and Paul R. Smith. *Digital Marketing Excellence: Planning, Optimizing, and Integrating Online Marketing*. Routledge, 2017.
- Darwanto, D., Tri, U., & Danuar, D. "Pengembangan Usaha Mikro Kecil dan Menengah (UMKM) Berbasis Ekonomi Kreatif di Kota Semarang." *Diponegoro Journal of Economics*, 2(4), 19599, 2013.
- Hasri, D. "Tips Digital Marketing di Saat Pandemi COVID-19 (Bagian 1)." <https://kumparan.com/dianta-hasri/tips-digital-marketing-di-saat-pandemi-covid-19-bagian-1-1tQzPuWQ0YK> (2020).
- Kurniawati, E., Idris, I., Handayati, P., & Osman, S. "Digital Transformation of MSMEs in Indonesia during the Pandemic." *Entrepreneurship and Sustainability Issues*, 9(2), 316, 2021.
- Nandri, M. "Ini Upaya yang Dilakukan Disperindag Kota Bandung untuk Bangkitkan Ekonomi di Masa Pandemi." <https://jabar.tribunnews.com/2022/02/25/ini-upaya-yang-dilakukan-disperindag-kota-bandung-untuk-bangkitkan-ekonomi-di-masa-pandemi> (2022).
- Nurani, N., Dally, D., Haizam, M., Hermina, N., Suratman, M., & Firdaus, E. "Penguatan SDM UMKM Binaan Kadin Kota Bandung Berkarakter Technopreneurship Yang Berdaya Saing Di Pasar Global Melalui Digital Marketing." *Jurnal Inovasi Masyarakat*, 1(3), 218–225, 2021.
- Ray. "Efek Pandemi, UMKM dan Penjualan Digital Kota Bandung Tumbuh Pesat." <https://www.bandung.go.id/news/read/6142/efek-pandemi-umkm-dan-penjualan-digital-kota-bandung-tumbuh-pesat> (2022).
- Satria, D. "Strategi Pengembangan Industri Kreatif untuk Meningkatkan Daya Saing Pelaku Ekonomi Lokal." *Jurnal Aplikasi Manajemen*, 9(1), 301–308, 2011.
- Supriadi, C. "UKM Harus Manfaatkan Internet untuk Pemasaran dan Branding." <https://www.marketing.co.id/menkop-puspayoga-ukm-harus-manfaatkan-internet/> (2016).

- Utama, I. D. "Analisis Strategi Pemasaran pada Usaha Mikro Kecil dan Menengah (UMKM) pada Era Digital di Kota Bandung." *EQUILIBRIUM: Jurnal Ilmiah Ekonomi Dan Pembelajarannya*, 7(1), 1–10, 2019.
- Yunal, V. O. "Analisa Pengaruh Motivasi Berwirausaha dan Inovasi Produk terhadap Pertumbuhan Usaha Kerajinan Gerabah di Lombok Barat." *Agora*, 1(1), 337–347, 2013.

