



Transforming Mebeler MSME Marketing in Ngempit Village Kraton Pasuruan through Digital Marketing Strategies

Mochamad Mas'ud¹, Siti Khoiriyah², Muhammad Sofiyulloh³, Siti Ayundatus Solikha⁴

1. Fakultas Teknik, Universitas Yudharta Pasuruan
2. Fakultas Agama Islam, Universitas Yudharta Pasuruan
3. Fakultas Agama Islam, Universitas Yudharta Pasuruan
4. Fakultas Ilmu Sosial dan Politik, Universitas Yudharta Pasuruan

masud.teknik@yudharta.ac.id, khoiriyah1127@gmail.com, sitiayunda872002@gmail.com, sitiayunda872002@gmail.com

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Abstract: *The Covid-19 pandemic that occurred in Indonesia caused many problems, one of which was in the economic sector. Part of the economic sector that also feels the impact is the Micro, Small and Medium Enterprises (MSMEs) sector. Ngempit Village, Kraton District, Pasuruan Regency is one of the villages with residents whose community economic activities are partly as MSME actors. The COVID-19 pandemic has caused demand and income to decrease. This mentoring uses a service-learning approach with three main stages, namely preparation, service and evaluation. The results of the assistance through digital marketing literacy for UMKM Mebel with a service-learning approach have proven to be effective in increasing income, demand, and expanding the business reach of UMKM Mebel, thus making a positive contribution to the local economy. This mentoring initiative has also been successful in unraveling the challenges faced by UMKM Mebel entrepreneurs who struggle in finding customers.*

Keywords: *Economy, Digital Marketing, MSMEs.*

Introduction

The Covid-19 pandemic in Indonesia has not only affected public health but also various sectors including education, social aspects, and the economy. The presence of this pandemic has led to a further weakening of the economy in Indonesia.¹ Micro,

¹ Kadek Widiawati et al., "Cara Memasarkan Produk UMKM Pada Masa COVID-19 Melalui Media Sosial Info Artikel Abstrak Indonesia , Tetapi Juga Pada Bidang Yang Lainnya Seperti Dibidang Pendidikan , Sosial Dan Perekonomian Masyarakat Indonesia . Seperti Yang Diketahui , Saat COVID-19 ." 5, no. 36 (2022): 474–485.

Small, and Medium Enterprises (MSMEs) play a crucial role as one of the driving forces supporting the Indonesian economy and significantly contribute to enhancing regional economic growth.² However, in the era of the Covid-19 pandemic, the government implemented social restrictions, causing difficulties for MSMEs engaged in conventional sales to access consumers directly. Therefore, there is a need for new marketing channels that can be reached without face-to-face interactions with consumers.

In the current era, technology is experiencing rapid development, influencing marketing trends that have shifted from conventional methods to predominantly digital approaches. Marketing through digital media makes it easier for consumers to obtain information about desired products without direct interaction with the seller.³ Digital marketing is a form of marketing that utilizes internet access or digital media. MSME players can leverage digital marketing to promote their products and services, thereby expanding their market without limitations in terms of time, distance, and communication.⁴ Digital marketing also makes it easier for MSME players to meet the needs and desires of potential buyers. On the other hand, prospective buyers can find and obtain information about products by simply browsing the internet, making the search process more convenient.⁵ Furthermore, digital marketing is real-time, allowing entrepreneurs to monitor the preferences and responses of the target market. This enables them to make strategic adjustments to promotional content for better and faster results.⁶

Desa Ngempit is one of the villages located in the Kraton District, Pasuruan Regency. In this area, a significant portion of the population is engaged in Micro, Small, and Medium Enterprises (UMKM). On average, their businesses operate in the fields of food, beverages, furniture production, and handicrafts. According to the mentoring team's survey, UMKM in Ngempit has not yet embraced digital marketing in their operations. They predominantly market their businesses offline by selling products to large-scale merchants without branding, resulting in many products being recognized as unrelated items. However, with effective marketing management, there is a

² Halim Purnomo Firman Mansir, "Pemberdayaan Masyarakat Melalui Digital Marketing Dan Media Sosial Sebagai Media Promosi Era Pandemi Covid -19 Di UMKM Panggungharjo Sewon Bantul," *Abdimas Singkeru* 1, no. 1 (2021): 39-50.

³ Ahmad Almaududi Nur Ahmas, Tris Sutrisno, and Ina Ratnasari, "Upaya Peningkatan Strategi Bersaing Usaha Mikro Kecil Dan Menengah Melalui Inovasi Desain Kemasan Dan Pemasaran Produk Di Kabupaten Karawang," *SELAPARANG: Jurnal Pengabdian Masyarakat Berkemajuan* 6, no. 1 (2022): 124.

⁴ Mochammad Raihanditya Ramadhan, Cantika Eva Dialoka, and Reiga Ritomeia Ariescy, "Implementasi Digital Marketing Sebagai Sarana Pemasaran Umkm Di Kelurahan Wonorejo Kecamatan Tegalsari Kota Surabaya" 2, no. 1 (2022): 127-132.

⁵ & Virginia Mandasar Annisa Aprilia Husnul Khotimah, Danurwenda Permana Erlushandy, "Pemanfaatan Digital Marketing Sebagai Sarana Pemasaran UMKM Taso Ndeso Di Kelurahan Sukorejo Kota Blitar" 2, no. 3 (2023): 122-129.

⁶ Ade Andri Hendriadi, Betha nurina Sari, and Tesa Nur Padilah, "Pelatihan Digital Marketing Usaha Mikro, Kecil Dan Menengah (UMKM) Di Kabupaten Karawang," *J-Dinamika: Jurnal Pengabdian Masyarakat* 4, no. 2 (2019): 120-125.

possibility of increasing community income.⁷ In addition, for UMKM engaged in the food and beverage sector, their marketing is limited to WhatsApp statuses. The restricted reach and sales targeting through WhatsApp are not extensive.⁸ Hence, mentoring in digital marketing is conducted as a new marketing medium that can reach a larger market and efficiently promote products. Moreover, the implementation of digital marketing is not only utilized for online marketing but also for leveraging technology in interactions, sales transactions, and financial accounting.⁹

Method

The method of implementing the activities used was through service learning,¹⁰ which focused on furniture SMEs in Ngempit Village, Kraton District, Pasuruan Regency. In general, there are three main stages of implementing this activity, including:

First, the Preparation Stage. At this stage, data was collected on the problems and potential of the assisted community through interviews and observations with the Head of the Hamlet and the Head of RT and RW in each hamlet, MSME players in Ngempit village. In addition, discussions were held to prepare the next steps with local community leaders.

Second Stage of Service Implementation. The second stage was carried out by conducting several activities including training on using social media as a digital marketing tool. This activity is part of the digital literacy of Mebeler MSMEs to improve the ability of MSMEs from direct selling to digital-based sales. In addition, after the training, the team also provided assistance to MSMEs in using digital marketing.

Evaluation Stage. At this stage, evaluation monitoring is carried out on the application of digital marketing through social media that has been introduced in the previous stage. The team conducted an assessment in the use of digital marketing for

⁷ Aprilia Dian Evasari, Yudo Bismo Utomo, and Diana Ambarwati, "Pelatihan Dan Pemanfaatan E-Commerce Sebagai Media Pemasaran Produk UMKM Di Desa Tales Kecamatan Ngadiluwih Kabupaten Kediri," *Cendekia : Jurnal Pengabdian Masyarakat* 1, no. 2 (2019): 75.

⁸ Rofiq Noorman Haryadi et al., "Sosialisasi Penggunaan Online Shop Berbasis Website Di UMKM Cimanggis," *Jurnal Pengabdian Bina Mandiri* 1, no. 1 (2021): 10-16.

⁹ Arditya Prayogi and M.Ikhwanul Kirom, "Pendampingan Pengembangan Digitalisasi Umkm Masyarakat Desa Wonoyoso Pekalongan Menghadapi Era New Normal," *Jurnal Pengabdian Pendidikan Masyarakat (JPPM)* 3, no. 1 (2022): 14-24.

¹⁰ Irene Nusanti, ""Strategi Service Learning Sebuah Kajian Untuk Mengembangkan Kegiatan Pembelajaran," *Jurnal Pendidikan dan Kebudayaan* 20, no. 2 (2014): 251-260, <http://up.openjournaltheme.com/jurnaldikbud/ojs-3.1.2-4/index.php/jpnk/article/view/142>; Leora S Waldner, Murray C Widener, and Sue Y McGorry, "E-Service Learning: The Evolution of Service-Learning to Engage a Growing Online Student Population," *Journal of Higher Education Outreach and Engagement* (2012): 123-150; Muh Barid Nizarudin Wajdi et al., "Pendampingan Redesign Pembelajaran Masa Pandemi Covid-19 Bagi Tenaga Pendidik Di Lembaga Pendidikan Berbasis Pesantren Di Jawa Timur," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 4, no. 1 (2020): 266-277.

Mebeler MSMEs to determine the understanding and utilization of digital marketing media.

Result

Preparation for digital marketing literacy for UMKM Mebel

Preparation for digital marketing literacy for UMKM Mebel began with the initial activity of observing UMKM in Ngempit Village, conducted directly in the entire hamlets, namely Wringin, Jambu, and Krajan. Based on the observation results and interviews, UMKM data were obtained as follows:

Table 1. UMKM Participants Data in Ngempit Village

No.	Name	Business Type
1.	Khoiron	Temulawak Herbal Drink
2.	Irfan	Counter
3.	Yazid	Weaving
4.	Udin	Soy Milk
5.	Sofyan	Furniture
6.	Buchori	Furniture
7.	Faisal	Furniture
8.	Nizar	Furniture
9.	Hariyati	Pukis Cake
10.	Sholihati	Rempeyek (Peanut Cracker)
11.	Sofiyah	Samiler, Peanut Snack
12.	Mulyadi	Terang Bulan (Sweet Pancake)
13.	Nensi	Snacks
14.	Julaikha	Herbal Tonic
15.	Robi	Crackers

From the data above, it can be determined that there are 4 UMKM Mebel in Ngempit Village, namely Mr. Sofyan, Mr. Buchori, Mr. Faisal, and Mr. Nizar. Based on the data, the prices of various products made from teak wood, such as table and chair sets, start from Rp. 2,000,000 to Rp. 5,000,000, cabinets start from Rp. 500,000, wood carvings used as doors and windows start from Rp. 5,000,000, up to home decorations such as flower racks, tissue holders sold starting from Rp. 20,000. The price differences among business players are determined by materials, product quality, difficulties, and working time, which naturally vary among UMKM players. Furthermore, the observation revealed several issues faced by UMKM Mebel entrepreneurs, including a decline in income, difficulty in finding customers, and the continued use of direct and manual marketing.

In addition, a majority of local UMKM players have not yet embraced digital marketing in their businesses. Lack of knowledge about the advantages of using such systems has made people reluctant to explore the benefits of e-commerce in selling their products.



Figure 1. Observation and Interview of UMKM Players in Ngempit

Digital Marketing Literacy Services for UMKM Mebel

Addressing the challenges faced by UMKM Mebel entrepreneurs in Ngempit Village, the team conducted digital marketing literacy to help them understand and utilize digital platforms. One of the activities involved digital marketing seminars featuring an expert speaker, Muhammad Syarwani S.kom M. Kom, a lecturer in Informatics Engineering at Universitas Yudharta Pasuruan, with extensive experience in the digital business world. In this event, the speaker elaborated on how UMKM could optimize social media platforms to increase online business exposure. He also highlighted effective ways to utilize e-commerce as a means of product sales, expanding business reach nationally and internationally.



Figure 2. Digital Marketing Literacy for UMKM Mebel

Subsequent activities included providing direct personal training to UMKM Mebel operators for creating sales accounts on e-commerce platforms such as Shopee, Lazada, and websites. The training covered account creation, uploading products, and promoting UMKM products to ensure they could operate these platforms. This

mentoring aimed to transform the marketing systems of UMKM players from traditional direct selling to digital marketing, ultimately facilitating the introduction of their products to consumers, increasing income, and improving the local economy. An example is Mr. Nizar, who chose to use the Lazada application as a means to market his furniture products. The results of this initiative were documented on the village website to enhance the quality of digital marketing and introduce UMKM products from Ngempit Village, accessible to anyone, anytime.

Digital Marketing Literacy Evaluation for UMKM Mebel

Efforts to bring UMKM Mebel into digital platforms, as seen in Mr. Nizar's online furniture sales stall on Shopee, have allowed consumers direct access. Many products are easily accessible to consumers at affordable prices corresponding to their quality. Through the conducted mentoring, UMKM Mebel players have acquired digital marketing skills, established online sales accounts, and succeeded in marketing their products beyond the local area. The application of digital marketing has not only revitalized furniture businesses but also stabilized the local economy.

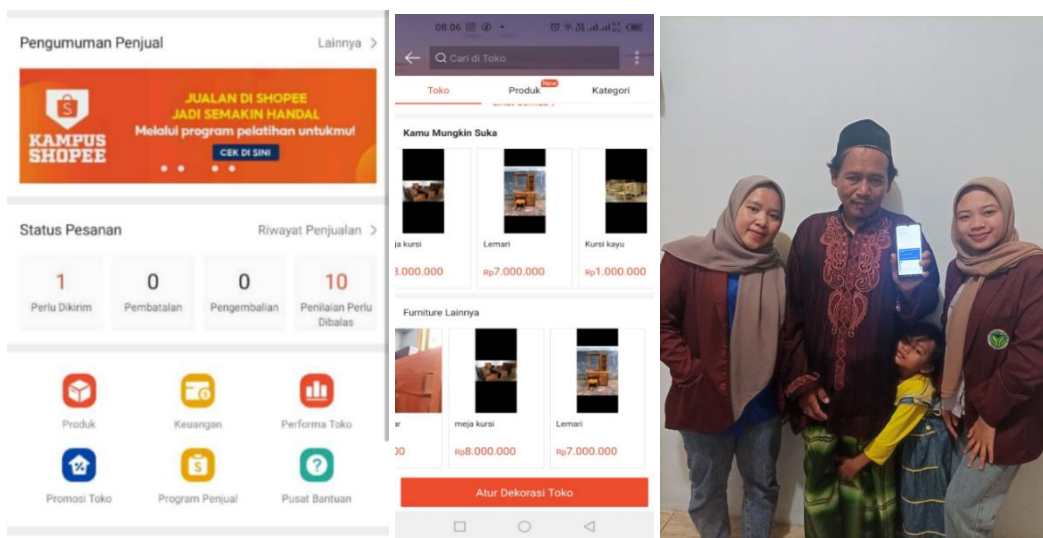


Figure 3. Shopee Sales Stall for UMKM Mebel (Mr. Nizar)

Discussion

The challenges faced by UMKM Mebel, such as a decline in income, difficulty in finding customers, and the continued use of manual marketing methods, can be addressed through digital marketing literacy initiatives. These initiatives include seminars conducted by experts to enhance digital marketing literacy,¹¹ providing guidance on utilizing social media, e-commerce, and online product promotion,¹² and offering direct personal training to UMKM operators to create sales accounts through platforms like Shopee, Lazada, and websites¹³. The evaluation of digital marketing literacy efforts has shown positive outcomes, such as UMKM Mebel entering digital platforms like Shopee, improving their digital marketing skills, establishing online sales accounts, and experiencing increased revenue, demand, and market expansion.¹⁴

The literature emphasizes the importance of digital marketing in enhancing sales and reaching a wider market for UMKM Mebel¹⁵. It also highlights the role of digital marketing in increasing brand awareness and improving product introduction beyond local markets¹⁶. Furthermore, the COVID-19 pandemic has accelerated the need for UMKM to adapt to digital technology and marketing strategies to sustain their businesses¹⁷. The application of digital marketing has been found to facilitate direct communication with consumers, expand market reach, and increase sales.¹⁸

¹¹ "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World," *Journal of Consumer Marketing* (2014).

¹² Wan L Hardilawati, "Strategi Bertahan UMKM Di Tengah Pandemi Covid-19," *Jurnal Akuntansi Dan Ekonomika* (2020); Putri Trulline, "Pemasaran Produk UMKM Melalui Media Sosial Dan E-Commerce," *Jurnal Manajemen Komunikasi* (2021).

¹³ Laras S Safitri et al., "Pengenalan Digital Marketing Dan M-Commerce Pada Pelaku UMKM Keripik Singkong Di Kabupaten Subang," *JPPM (Jurnal Pengabdian Dan Pemberdayaan Masyarakat)* (2022).

¹⁴ Mohamad Trio Febriyantoro and Debby Arisandi, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean," *JMD: Jurnal Riset Manajemen & Bisnis Dewantara* 1, no. 2 (2018): 61–76; Trisna Yuniarti et al., "Digitalisasi Pemasaran Dalam Upaya Peningkatan Penjualan Produk Usaha Mikro Kecil Menengah (UMKM) Di Wilayah Jakarta Selatan," *Jurnal Pustaka Mitra (Pusat Akses Kajian Mengabdikan Terhadap Masyarakat)* (2022).

¹⁵ Beni Rahmat, Donard Games, and Dessy K Sari, "Pengaruh Penerapan Digital Marketing, Customer Relationship Marketing, Kualitas Produk Dan Harga Terhadap Volume Penjualan UMKM Rendang Di Sumatera Barat," *Sang Pencerah Jurnal Ilmiah Universitas Muhammadiyah Buton* (2022); Rahmi Rosita, "Pengaruh Pandemi Covid-19 Terhadap Umkm Di Indonesia," *Jurnal Lentera Bisnis* (2020).

¹⁶ Inaya S Melati et al., "Upaya Optimalisasi Praktik Digital Marketing Untuk Meningkatkan Hasil Penjualan Produk Warga Binaan Lembaga Pemasarakatan," *Panrita Abdi - Jurnal Pengabdian Pada Masyarakat* (2020).

¹⁷ Raden A Harianto and Pratiwi N Sari, "Strategic Digitalization of UMKM Business as an Alternative to Survive the COVID-19 Pandemic," *Linguistics and Culture Review* (2021).

¹⁸ Febriyantoro and Arisandi, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean." Mohammad I Firdaus, Putri N Azizah, and Rohmatu Sa'adah, "Pentingnya Digital Marketing Sebagai Strategi Pemasaran Umkm Di Era 4.0," *Jurnal Graha Pengabdian* (2022).

Additionally, the utilization of digital marketing has been shown to be effective in increasing sales productivity and reaching a broader market.¹⁹

The implementation of digital marketing literacy programs has resulted in UMKM Mebel being able to effectively communicate their products, expand their market reach, and reduce promotional costs²⁰. Moreover, the use of digital marketing has enabled UMKM Mebel to adapt to the digital era, enhance their marketing strategies, and increase their revenue.²¹ The synergy between UMKM and a supporting team has been identified as crucial for optimizing digital marketing for online sales.²²

Conclusion

Through digital marketing literacy for UMKM Mebel with a service-learning approach, it has been proven effective in increasing income, demand, and expanding the business reach of UMKM Mebel, as well as providing a positive contribution to the local economy. This mentoring initiative has also been successful in unraveling the challenges faced by UMKM Mebel entrepreneurs who have difficulties finding customers, and there still exists a practice of manual marketing without digital support. The results of the mentoring evaluation indicate that several UMKM Mebel have successfully entered digital platforms such as Shopee and Lazada, improved their marketing skills through digital marketing, established online sales accounts, and can reach a broader market.

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¹⁹ Luthfi Indana, Rahmatina Hidayati, and Haris Satriyawan, "Pembuatan Profil Usaha Dan Pemberdayaan Masyarakat Melalui Media Digital Untuk Meningkatkan Produktivitas Masyarakat Di Era Pandemi," *Jast Jurnal Aplikasi Sains Dan Teknologi* (2022); Mukhlison et al., "Pemanfaatan Digital Marketing Pada Umkm Lokal Untuk Pemulihan Ekonomi Di Kelurahan Kauman Kecamatan Srengat Kabupaten Blitar," *Kreatif Jurnal Pengabdian Masyarakat Nusantara* (2022).

²⁰ Hardilawati, "Strategi Bertahan UMKM Di Tengah Pandemi Covid-19."

²¹ Fitri Marisa et al., "Peningkatan Strategi Pemasaran Melalui Workshop Digital Marketing Dan Kolaborasi Pada Asosiasi UMKM 'Akukarlos' Kabupaten Malang," *Jurnal Aplikasi Dan Inovasi Ipteks Soliditas (J-Solid)* (2022); Hasnawiya Hasan, Haliah Haliah, and Muhammad A Fahdal, "Pemberdayaan Masyarakat UMKM Sulawesi Dalam Implementasi Digitalisasi UMKM," *Yumary Jurnal Pengabdian Kepada Masyarakat* (2022).

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