

Youth Empowerment Through Digital Marketing for UMKM Development in Ponggok Village, Mojo District, Kediri Regency

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Abstract

This community service program aims to empower youth in Ponggok Village, Mojo District, Kediri Regency through digital marketing to support the development of local Micro, Small, and Medium Enterprises (MSMEs). This program uses the Asset-Based Community Development (ABCD) approach, which includes five phases: Discovery, Dream, Design, Define, and Destiny. The main focus of this activity is to equip youth with the skills needed to utilize social media platforms such as TikTok, Facebook, and Instagram in promoting MSME products. The results showed a significant increase in digital marketing skills among participating youth and MSME owners, resulting in wider and more effective product promotion. This initiative not only empowers youth but also contributes to improving the overall community economy. The findings suggest continued support and certification, such as halal and BPOM certification, to further improve the product quality and market reach of local MSMEs.

Keywords: digital marketing, UMKM, youth empowerment, Ponggok Village, community development

INTRODUCTION

In this era of Industry 4.0, Information Technology is one of the things that must be utilized properly. Information and Communication Technology (ICT) is an important element to improve the quality of life of people in Indonesia. One of the benefits of ICT is the emergence of digital marketing methods, or better known as Digital Marketing, namely the use of digital technology for marketing activities. The emergence of Digital Marketing provides solutions to various obstacles in marketing. Especially marketing of Micro, Small, and Medium Enterprises (MSMEs).

Micro, Small, and Medium Enterprises (MSMEs) have great opportunities to grow and develop. Digital marketing offers an effective solution for MSMEs to compete with larger businesses. Digital marketing is an effort to market or promote a product through the

internet media in order to reach consumers and potential consumers quickly (Hendriadi, Sari, & Padilah, 2019). With relatively affordable costs, MSMEs can utilize various digital tools and platforms to increase brand visibility, reach a wider target market, and drive sales growth.

Ponggok Village is a village located in Mojo District, Kediri Regency. Administratively, Ponggok Village borders several areas, namely to the north it borders Kedawung Village, to the south it borders Ngetrep Village, to the east it borders Kranding Village, and to the west it borders Petungroto Village. The distance to reach the sub-district capital is 12 km, then the distance from the district capital is 26 km. While the distance to the provincial capital is 90 km.

Currently, Ponggok Village has entrepreneurs who have the potential to improve the village economy. Some of them are entrepreneurs in the culinary, service, and handicraft sectors. Entrepreneurs in Ponggok Village are classified as Micro, Small, and Medium Enterprises (MSMEs). MSMEs are one of the factors that can support economic growth in Indonesia (Ardyansah et al., 2020). However, MSMEs in Ponggok Village currently have several limitations, especially in marketing their products. These entrepreneurs have difficulty marketing their products widely. Products are only marketed locally. This is due to the lack of technological literacy of entrepreneurs. Products/services are only offered by word of mouth. This is also because the majority of entrepreneurs are elderly, where most of them do not understand technological developments, especially social media. Therefore, this study was conducted to develop MSME marketing in Ponggok Village through Digital Marketing.

In this study, the youth of Ponggok Village are the right subjects to be empowered in utilizing ICT through Digital Marketing as an effort to develop MSMEs in Ponggok Village. Youth are the right subjects because they are a generation that has the potential and opportunity to utilize the latest technology, especially Digital Marketing. In addition, the Youth of Ponggok Village are more familiar with Information and Communication Technology (ICT) compared to the older generation of Ponggok Village. On the one hand, the utilization of Information and Communication Technology (ICT), especially Digital Marketing, requires quite high knowledge, skills, and interests. Meanwhile, the majority of the older generation of Ponggok Village lacks these.

METHOD

This community service activity was carried out in Ponggok Village, Mojo District, Kediri Regency. The implementation of community service was carried out using the Asset Based Community Development (ABCD) approach, or asset-based community development, with a critical approach in relation to community development that focuses on the strengths and assets owned (Muslih et al., 2018). This method consists of 5 stages, namely (1) Discovery, (2) Dream, (3) Design, (4) Define, (5) Destiny. From these five methods, it can be an effort to develop a social life order where the community becomes the actor and determinant of MSME development efforts in Ponggok Village.

1. Discovery

In this stage, the steps taken are to identify the assets owned by the Ponggok Village community in the digital marketing development sector in particular. At this stage, information on the development of MSMEs is revealed as basic information in preparing work programs, as well as making plans for activities to be implemented. (Munif et al., 2022)

2. Dream

In this stage, we get information data about the assets owned by the village, what important things will be implemented in developing MSMEs through digital marketing. So that later in this stage we can determine the goals to be achieved for the people of Ponggok Village.

3. Design

After identifying assets and formulating goals to be achieved, the next step is to design a program to be implemented. This implementation requires cooperation between communities, especially young people, so that later the community can continue the work program that is long-term and beneficial to various groups.

4. Define

Define describes the implementation of activities based on assets that have been owned, so this is what is made the main priority program. Activities are carried out to achieve common goals that have been arranged in the work program. Therefore, cooperation is an important key to success achieved.

5. Destiny

In this stage, it explains the process of socialization and digital marketing assistance for the Sesa Ponggok community, Mojo District. The implementation of socialization is in accordance with the objectives formulated in the dream stage, socialization was carried out on July 23, 2024.

RESULT AND DISCUSSION

This community service activity emphasizes the ability to utilize social media to market products online for micro business groups in Ponggok Village, Mojo District, Kediri Regency. With this activity, it is hoped that they will be able to increase sales by marketing products online through social media. Digital marketing methods can further expand the marketing area of their products which is expected to increase sales turnover from the various products offered. There are various social media used in this activity, namely TikTok, Facebook and Instagram. The selection of social media is adjusted to the products sold by the Ponggok village MSMEs. (Zulkifli Bokuu, 2024)

The KKN Collaboration service team of IAIN Kediri and UIN Sunan Kalijaga Yogyakarta visited the Ponggok Village apparatus to conduct data collection on MSMEs. The goal is to understand the potential and challenges of micro entrepreneurs in Ponggok Village. The MSME data provided by the Ponggok Village apparatus amounted to 8 MSMEs,

which includes all MSMEs in 11 RTs in Ponggok Village. Most of the MSMEs work in the food and bag craft industries.

Table 1.MSME Data in Ponggok Village

No.	Name of UMKM	Owner Name
1	Rempeyek Business	Mrs. Murjinah
2	Bag and Chips Crafts	Mrs. Binti Mahmudah
3	Bag Craft	Mrs. Anis Bahtirohmah
4	Bag Craft	Mrs. Umi Kulsum
5	Bag Craft	Mrs. Samara Kunaah
6	Bag Craft	Mrs. Tutik Handayani
7	Envelopes and Buckets	Mrs. Nisbatul
8	Mrs. Kartumi's Chips	Mrs. Kartumi

Data Source Ponggok Village

In relation to the marketing they do, the Collaborative KKN team found that UMKM actors in Ponggok Village, Mojo District, still utilize their closest relations to help those who are less familiar with technology in their promotions. In addition, most UMKM actors in Ponggok Village use markets and small stalls to sell their products. In the UMKM rempeyek and banana chips industry, he admitted that he did not use social media as a means of marketing. However, they will sell or consign to small stalls and to traveling vegetable sellers. While UMKM bag crafts actors. He admitted that sales were quite rapid only through Whatsapp stories. He himself only promoted products through Whatsapp stories. He asked for a digital platform to be created to support the marketing of his products, namely bag crafts.

Digital marketing consists of three parts: Earn Media (Recommendations, Reviews, Referrals, and Word of Mouth) and Paid Media (Influencer PPC Paid Promotions). Finally, Own Media (Website, Social Media Accounts, Mobile Apps, and Google My Business) Next there is something called "Marketing Activities," which is defined as a brand offering products, services, or services to a target market. According to "Gramedia.com" (<https://www.gramedia.com/literasi/pengertian-digital-marketing-2/>).

Consumer behavior has changed due to today's technological advances. They use information technology to meet their various needs. They seek information from various online stores and media. By opening information, customers can easily get the goods they want using their Android phones. With increasing competition between sellers, customers tend to choose high-quality products at the most attractive prices.

With digital marketing, entrepreneurs do not need to have a large strategic store to increase their sales. They can create interesting content about the products sold to be promoted through social media and online stores. This allows the wider community to see the goods offered in various places. Small and medium entrepreneurs (SMEs) in Ponggok Village, Mojo District, Kediri Regency, hope to increase their income through the use of information technology and digital marketing.

The Collaborative KKN Team has an idea for UMKM Ponggok Village by providing them with a socialization marketing strategy to improve marketing and make local products better known to the public. This idea is based on several conditions that have been observed. The activities carried out are carried out in 4 stages involving UMKM owners and youth of Ponggok Village. The first stage is to conduct socialization to the community that has been recorded in order to convey the intent and purpose and explain the work program that will be implemented. Then the second stage is socialization to the youth who are members of the Karang Taruna to convey the intent and purpose and explain the work program that will be implemented. (Prakoso Adi et al., 2022)

The third stage is a meeting between business owners and young people to align perceptions and provide material on digital marketing. The provision of digital marketing material will be delivered by an external party who is a person who has knowledge about digital marketing and is also a business actor or entrepreneur. This is with the hope that this digital marketing material can be used as a guide in implementing this work program. The last stage is mentoring. In this stage, routine mentoring is carried out with a duration of 7 days. This is intended so that students help entrepreneurs and young people in the process of implementing marketing in this digital marketing.



Figure 1. Digital Marketing Training



Figure 2. Youth and Entrepreneur Assistance

This training and mentoring was attended by 8 entrepreneurs and 19 young people from Ponggok village, each of whom was accompanied by the KKN Collaboration team. The results obtained from the training and mentoring include several points, starting from creating product logos, product photos, creating content on social media and also live TikTok. Logos and product photos are very important to attract customers, regardless of whether the product is marketed conventionally or on the internet. So, MSME businesses must have a logo and product photos first. This is because it can influence customer interest in buying products. The following are the results of the training on creating MSME logos and product photos. (Faridatul Fitriyah et al., 2023)



Figure 3. Logo Training Results



Figure 4. Product Photography Results

Product photos are very important for every business, including MSMEs. By having product photos, a product will be easily recognized by its customers and become unique in its class. Online marketing is the last stage of implementing training. After being trained, MSME actors do not know about the latest online marketing trends. After being trained, they know about how to create a Tiktok account and sell live on Tiktok.

CONCLUSION

This community service activity shows that the community empowerment initiative in Ponggok Village, Mojo District, Kediri Regency, has succeeded in improving digital marketing skills among young people to support the development of local Micro, Small, and Medium Enterprises (MSMEs). Through socialization and training that focuses on the use of social media such as TikTok, Facebook, and Instagram, participants are taught about digital marketing, social media marketing, and content marketing. This program follows the Asset Based Community Development (ABCD) approach which includes five stages, namely Discovery, Dream, Design, Define, and Destiny, to identify local assets and design effective marketing strategies. The results show that many MSME owners who previously relied on traditional promotion methods are now able to market their products more widely and effectively. In addition, it is recommended that MSMEs carry out halal and BPOM certification to improve product quality and expand marketing reach. Thus, this initiative not only empowers young people but also contributes to improving the community's economy as a whole.

Saying Thank You

We would like to express our deepest gratitude to all parties who have contributed to the implementation of this community service program. Especially to students from IAIN Kediri and UIN Sunan Kalijaga Yogyakarta who have played an active role in providing training and support to youth and Micro, Small, and Medium Enterprises (MSMEs) in Ponggok Village. We would also like to thank the people of Ponggok Village who have accepted and participated in this program with enthusiasm. Without the support and cooperation of all parties, this initiative would not have been able to be implemented properly. Hopefully the results of this program can provide significant benefits for the development of MSMEs and youth empowerment in our community.

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