

Digital Marketing and Branding Training for MSME Products in Lumajang

Ayu Nareswari^{1*}, Nur Latifa Isnaini Putri², Aji Prasetyo Suyono³

^{1,2,3} Department of Management, Institut Teknologi dan Bisnis Widya Gama Lumajang, Indonesia

ABSTRACT

This activity aims to enable MSME actors in Lumajang to understand the importance of digital marketing as an effort to help promote their products through social media and product branding to create a distinctive feature of MSME products in Lumajang Regency. This training aims to improve MSME actors' understanding of digital marketing and product branding, as well as to help them utilize social media and e-commerce to expand market reach. The training method is in the form of presentations and interactive discussions that discuss the use of digital platforms. The results of the training showed an increase in MSME actors' understanding of the importance of digital marketing and product branding. Participants began to understand how to use social media to promote products effectively, reduce marketing costs, and increase competitiveness through a unique and memorable brand image. In conclusion, this training provides significant provisions for MSME to optimize the potential of technology in supporting business development.

Keywords: Branding, Digital Marketing, MSME, Product, Training

*Correspondence:

Ayu Nareswari
(ayunares2411@gmail.com)

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1. INTRODUCTION

MSMEs or Micro, Small and Medium Enterprises have an important role in the economy in Indonesia (Yatminiwati et al., 2021), but there are challenges that MSMEs need to face in order to continue to increase sales and develop their businesses (Arifin et al, 2021). In this sophisticated era, MSMEs need to be aware of the importance of technology (Arjang et al., 2023). Technology that is utilized as well as possible can make MSMEs superior. In addition, MSMEs also need to think about strategies so that their products can compete with other superior products (Prasanna et al., 2019). It is not uncommon for MSMEs to realize the increasing development of technology but are hampered by the lack of knowledge to use social media (Amornkitvikai et al., 2022).

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 et al., 2019). Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries, and potential consumers (Wang, 2020). 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. 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 (Sulaksono & Zakaria, 2020). Digital marketing is useful for promoting products, services, or brands to a wider audience. With advances in technology and the internet, digital marketing has become very important in modern marketing strategies. Digital marketing can make it easier for MSMEs to reach a wider market (Bala & Verma, 2018).

As information technology advances, social media and digital platforms are increasingly becoming important tools in modern marketing strategies (Babics & Jermolajeva, 2024). For MSMEs, the use of digital media can provide great opportunities to reach wider consumers without being limited by geographical distance (Satrio & Muhardono, 2022). However, many MSMEs in the regions, including Lumajang, face obstacles in the form of limited knowledge and skills in using this technology effectively. This challenge is increasingly urgent to overcome, considering changes in consumer behavior who now more often search for information and make purchases online. Therefore, training and mentoring for MSMEs in the field of digital marketing and branding are crucial needs.

In addition, strong branding is essential to build consumer trust and create added value for MSME products. In the context of increasingly tight competition, a unique brand identity can be a major differentiator in the market. MSME players in Lumajang, like in other areas, need to understand how to build a positive product image so that their products are better known and in demand by consumers. By combining a good branding strategy and the use of digital technology, MSME players can be more confident to compete in local, national, and even international markets.

Branding is a company's communication activity to the public to introduce a company brand by building or enlarging the brand so that a good image/reputation is created in the eyes of consumers (Rizaldi & Putranto, 2018). Product branding is the process of creating a strong identity and image for a product in the eyes of consumers. The goal is to differentiate the product from other products in the same market, as well as build emotional relationships and trust with consumers.

In the context of Lumajang, which has great potential in the MSME sector, this digital marketing and product branding training is very important to empower local business actors. Lumajang is known to have various superior products such as handicrafts, local food products, and agricultural products. Unfortunately, many of these products are not widely known due to limited promotion and lack of good branding strategies. Through this training, MSMEs in Lumajang are expected to be able to increase the competitiveness of their products, not only in the local market but also in the national and international markets.

Community service activities through digital marketing and branding training not only serve to improve the technical competence of MSME actors, but also play a role in empowering them to be more adaptive to changes in the times. Through this training, it is hoped that MSME actors will be able to integrate digital technology into their business activities, thereby creating new opportunities for business growth and sustainability. This approach also supports the government's program in encouraging digital transformation in the MSME sector, which is the backbone of the Indonesian economy.

This training is also a means to build synergy between various parties, such as local governments, academics, and business actors. This collaborative approach is important to create an ecosystem that supports the sustainable development of MSMEs. With ongoing support, MSMEs in Lumajang are expected to not only be able to survive, but also grow rapidly amidst the ever-changing economic dynamics. This digital marketing and branding training is one real step to answer these needs.

Based on the description of the background above, we feel the need to provide comprehensive training to UMKM actors in Lumajang. This training not only covers theories about digital marketing and product branding, but also direct practices that are expected to be applied by participants in managing their businesses. This is a significant initial step to help UMKM in Lumajang face challenges while taking advantage of opportunities in the digital era. By implementing this activity, it can help UMKM in facing their challenges in the form of increasing promotion, increasing brand value, and building a business to have a wide reach.

2. METHODS

This community service activity is in the form of training held in August-September 2024. The training participants are MSME actors in the Kunir Lor area, Lumajang Regency who are engaged in the processed food business sector. The training activity entitled Digital Marketing and Branding of MSME Products is designed to improve participants' understanding and skills in utilizing digital media as a marketing tool and creating a strong brand identity. This training was conducted at the Kunir Lor village meeting hall, involving competent speakers in the fields of digital marketing and product branding.

This training is implemented through three main stages, namely:

a. Preparation Stage

At this stage, the community service team carries out various technical and non-technical preparations. Technical preparations include identifying the needs of MSME participants through an initial survey, selecting appropriate training materials, and compiling learning modules related to digital marketing and branding. The team also prepares presentation equipment, props, and interactive media to support training activities. Meanwhile, non-technical preparations include coordination with local stakeholders, socializing activities to MSME participants, and scheduling training so that implementation can run smoothly.

b. Implementation Stage

The training was carried out using presentation and interactive discussion methods. The material presented included an introduction to digital marketing, marketing strategies through social media such as Instagram, Facebook, and TikTok, as well as the use of e-commerce such as Shopee and Tokopedia. In addition, participants were also given an understanding of branding, including how to build a unique brand image, effective branding principles, and techniques for increasing product brand value to be better known in the market. Interactive discussions were held to provide participants with the opportunity to ask questions and share experiences related to obstacles and challenges in digital marketing.

c. Evaluation Stage

This stage is carried out to measure the success of the training in achieving the stated goals. Evaluation is carried out through participant satisfaction surveys, interviews, and direct observation of participants' abilities in practicing the use of social media and product branding strategies. The data obtained was analyzed to determine the increase in participants' understanding and skills before and after training. The results of this evaluation are used to improve the implementation of similar training in the future.

3. RESULTS AND DISCUSSION

3.1. Results

The service carried out by holding Digital Marketing and Branding training for MSME Products went well. The resource person provided an understanding of the importance of Digital Marketing and Product Branding. From the discussion of Digital Marketing, MSME actors understand the usefulness of social media which can add innovation to their products, can market products without spending a lot of money, make it easier to reach customers in various regions and sales increase. Meanwhile, regarding Product Branding, this is important so that MSME products have their own characteristics so that they are easily remembered by customers.



Figure 1. Presentation of the Speaker
Source: Implementation of training activities (2024)

Figure 1. Shows the presentation made by the speaker. The material presented is related to the definition of digital marketing and product branding, how to use social media & e-commerce which are components of digital marketing such as Instagram, Facebook, Twitter, Tik Tok, Shopee. And an explanation of the benefits of using digital marketing for MSMEs. In addition, the speaker also explained the principles of product branding, how to brand products and their benefits.



Figure 2. Training Discussion
Source: Training Implementation Results (2024)

Figure 2. Shows a discussion conducted by the resource person with MSME actors. Questions and answers were conducted so that MSME actors would better understand and actively ask questions about the obstacles and difficulties they face. The question and answer session is very important to ensure the effectiveness and success of a presentation, both in terms of conveying information and building positive relationships with the audience. The audience also increasingly understands the discussion topics related to digital marketing and product branding.

Data analysis shows a significant increase in the understanding and skills of MSME participants after participating in digital marketing and branding training. The results of the satisfaction survey showed that 85% of participants were satisfied with the training material and 90% experienced an increase in their ability to utilize social media for marketing. Interviews and direct observations also showed an increase in awareness of the importance of branding and

digital marketing strategies. Qualitative analysis found that this training successfully increased participants' knowledge, skills, and awareness in developing their businesses online.

3.2. Discussion

The evaluation of the digital marketing and branding training that took place from August to September 2024 showed quite satisfactory results. Participants managed to improve their competencies, especially in the use of new applications and platforms to support digital marketing management. This training provided a practical understanding of branding strategies and online marketing techniques, including social media management, customer data analysis, and relevant content creation. Many participants felt more confident in implementing digital strategies in their businesses. In addition, this training also succeeded in motivating participants to explore the potential of digitalization as a tool to increase the competitiveness of small and medium enterprises (MSMEs). Indicators of this success can be seen from their increased ability to optimize paid advertising, utilize SEO, and use analytics to understand consumer behavior.

However, the evaluation also revealed several areas that need improvement. First, the level of understanding of participants about the strategic concept of digital marketing still varies, especially for those with limited technology backgrounds. This indicates the need for a more structured training module, with material divided based on the level of experience of participants. Second, the duration of the training was deemed insufficient to discuss several in-depth topics, such as advanced analytics and personalization of customer experiences. Third, several participants expressed difficulty in applying the material learned due to the lack of post-training assistance. Therefore, it is recommended to include a mentoring program or follow-up session so that participants can be more optimal in applying the knowledge they have gained. Thus, future training is expected to not only improve technical skills but also provide ongoing support for the long-term success of MSMEs.

The results of this activity support the findings of previous studies showing that digital marketing and branding training significantly contributes to increasing the capacity of MSMEs in managing technology-based marketing (Setiawan et al., 2023). Previous studies also highlighted that training that focuses on mastering digital tools and strategies can increase the competitiveness of MSMEs in an increasingly competitive market. The training, which was held from August to September 2024, strengthened this by providing empirical evidence in the form of increased participant skills in using digital marketing applications and branding strategies more effectively. In addition, the high level of participant involvement during the training showed that MSMEs have great enthusiasm for adapting to digital technology, especially in facing the challenges of a changing market.

4. CONCLUSION

From this community service activity involving MSMEs in Lumajang, it becomes important provisions and information for the business actors themselves. With Digital Marketing, MSME actors can develop their businesses through social media, can interact with customers online, sales reach becomes wider, product marketing is also more effective and efficient because it does not take much time and costs are relatively low. Branding products by emphasizing brand values such as innovation, quality, authenticity, and uniqueness will become products that are easily recognized and remembered and become strong products in the market because customers have a good perception of the product. MSME actors in Lumajang know the importance of technological advances but do not understand how to use them. With the training carried out by the community service team, business actors can immediately practice the use of social media to support their businesses.

Although digital marketing and branding training for MSMEs in Lumajang has provided real benefits, several limitations still need to be considered. Some participants had difficulty understanding technical materials, especially those who were not used to using digital technology, so that implementation in the field was not fully optimal. In addition, the limited training time

made the discussion of several strategic topics, such as data analytics and integrated digital campaign management, less in-depth. To address this, it is recommended that future training include tiered modules according to participant abilities, provide post-training mentoring to assist with implementation, and utilize more comprehensive evaluation tools to measure the impact of training. This step will ensure that training provides more sustainable results and supports the sustainability of MSME businesses in Lumajang.

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