

Optimizing Small Business Management through Collaborative Training and Education in Business Applications

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ABSTRACT

The purpose of this activity is to empower MSMEs and prospective MSMEs in the Malang City, Malang Regency and Batu City areas with knowledge and skills in digital marketing, so that they can increase the visibility, sales and growth of their business in the rapidly growing digital era. . The methods used in this digital marketing workshop include in-depth presentations by experienced facilitators, interactive discussions to share experiences and understanding, as well as practical exercises to apply concepts in real situations. Apart from that, there are also case analysis sessions, self-studies, and participants' active involvement in solving digital marketing challenges relevant to their business. The result of this digital marketing workshop activity is an increase in participants' understanding and skills in digital marketing, which allows them to design and implement more effective marketing strategies online. Participants are also able to recognize new opportunities in the digital business world and have the ability to optimize the use of digital tools to increase the visibility, engagement and sales of their business.

Keywords: Digital Marketing, MSMEs, Workshops

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1. INTRODUCTION

Important in supporting government programs in efforts to restore the economy and helping Micro, Small and Medium Enterprises (MSMEs) to be more focused and able to adapt to the ever-changing market realities (Sopanah et al., 2018; Yatminiwati et al., 2021). In facing this challenge, the government needs to take proactive steps to provide support to MSMEs so they can recover and operate in a new paradigm (Anggarani et al., 2022; Sulistyan et al., 2022). The existence of MSMEs in the economic ecosystem is very important and has a significant impact (Muttaqien & Sulistyan, 2022). Apart from creating jobs, MSMEs also have a role in economic growth and reducing social disparities (Surya et al., 2021). Therefore, supporting MSMEs is not just a social responsibility, but also a smart economic strategy. Support for MSMEs to adapt to market realities that are constantly changing is very relevant, considering that the market continues to experience changes both in terms of technology and consumer preferences. MSMEs need to be able to customize their products and services to remain relevant and attractive to consumers (Yatminiwati et al., 2021).

In addition, the use of technology is also an important factor in increasing the competitiveness of MSMEs. In this digital era, technology has permeated almost every aspect of business (Sukmasetya et al., 2020). MSMEs that are able to utilize technology can improve operational efficiency, expand market reach through online platforms, and improve customer experience. However, not all SMEs have the knowledge or resources to adopt this technology effectively. Therefore, government programs that support training and access to technology can

help MSMEs to overcome this barrier. In promoting support for MSMEs, the government also plays an important role in maintaining economic sustainability and social stability. MSMEs that are successful in adapting and developing can create more jobs, reduce unemployment rates, and make a positive contribution to local economic growth. Therefore, by understanding this background, supporting government programs to support MSMEs for economic recovery, market adaptation, and utilization of technology is a crucial step in building a strong and sustainable economic foundation (Sulistyan et al., 2022).

Based on data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia, it was recorded that the number of MSMEs as of March 2021 reached 64.2 million (and will continue to grow until 2022), with a contribution to the Gross Domestic Product (GDP) of 61.07 percent or IDR 8.57 trillion. Judging from this potential phenomenon, we must take advantage of this to improve the skills of new entrepreneurs or entrepreneurs who have been involved in these MSMEs for a long time, to be more qualified in business management. So that it will contribute more to economic growth in the coming year. Of the 64.2 million MSMEs that exist, according to the Ministry of Cooperatives and SMEs, only around 8 million MSMEs have gone online with the digital marketing concept (Intan, 2022).

It is important for Micro, Small and Medium Enterprises (MSMEs) to understand and study digital marketing (Fakhriyyah et al., 2020; Sulistyan et al., 2023). In the digital era that we are currently facing, online marketing strategies have become a key factor in business success. Through digital marketing, MSMEs have the opportunity to reach a wider market globally. Another advantage is that costs are more affordable compared to traditional marketing methods, so that MSMEs with limited budgets can allocate resources efficiently. In addition, digital marketing also provides the ability to more accurately measure and analyze campaign performance. MSMEs can see how effective their campaigns are, how many website visits, user interactions and conversions they generate. With personalization and targeting, MSMEs can convey more relevant and interesting messages to the target audience, based on data and user behavior (Widiawati et al., 2019).

The use of social media in digital marketing also provides opportunities for MSMEs to interact directly with customers, build brands, and promote their products or services (Anjaningrum, 2020). Through the e-commerce platform, MSMEs can market their products online and achieve a larger market share (Naimah et al., 2020; Nursalim, 2020). The ability for creativity and innovation in digital marketing allows MSMEs to attract the attention of customers with visual content, videos, viral campaigns and online contests. Apart from these benefits, digital marketing also helps MSMEs to remain competitive in an increasingly digital business environment. Therefore, by understanding the concept and proper application of digital marketing, MSMEs can expand market reach, strengthen branding, increase sales, and achieve sustainable business growth. With the many online resources and training available, MSME players have the opportunity to develop their digital marketing skills and take full advantage of the business potential in the digital world (Yatminiwati et al., 2021).

In the areas of Malang City, Malang Regency, and Batu City (Malang Raya), it is important to encourage and organize digital marketing workshops. Although these areas have experienced rapid development, there are significant benefits in providing digital marketing training to Micro, Small and Medium Enterprises (MSMEs) as well as individuals with an interest in the business world. The digital marketing workshop will have a positive impact that can increase sustainability and economic growth in the region. Digital marketing workshops in this area will provide opportunities for MSMEs and local businesses to develop their understanding of basic digital marketing concepts and strategies. This training can cover a wide range of topics, including social media use, digital content creation, search engine optimization (SEO), paid advertising (PPC), web analytics and online campaign management.

In addition, this workshop can also help MSMEs understand how to utilize digital platforms to reach a wider target market, both locally and internationally. This will help MSMEs increase their visibility, attract new customers and grow market share. Digital marketing workshops will also provide opportunities for individuals in the area to develop new skills, which in turn can help increase job opportunities and entrepreneurship. Given the importance of digital skills in the

modern world of work, this training can provide long-term benefits for career growth and personal development.

Apart from the economic impact, digital marketing workshops can also have a positive impact on technological developments and innovation in the area. Encouraging the adoption of digital technology will stimulate creativity and innovation among MSME actors, which in turn can contribute to the development of the local business ecosystem. In order to support digital marketing workshops, cooperation between local governments, educational institutions, businesses, and local communities will be the key to success. By facilitating quality and easily accessible digital marketing training, the Malang City, Malang Regency and Batu City areas can present a business environment that is more adaptive, innovative and ready to face the challenges of today's digital era.

2. METHODS

The activity was carried out in October 2022 involving 50 MSMEs participants and prospective MSME entrepreneurs from Malang City, Batu and Malang Regency (Malang Raya). Furthermore, the same national workshop will be held in several regions (a total of 25 regions). This activity is structured in 3 stages (Sulistyan, 2020), namely preparation, implementation, and evaluation. Each stage has a key role in ensuring the success of digital marketing workshops in the Malang City, Malang Regency, and Batu City areas.

a. Preparation

This first phase involves thorough planning and preparation for the workshop. The team involved in the planning will identify the main aims of the workshop, target participants, and the training materials to be presented. They will also set the location, schedule, and budget for the event. In addition, training materials must be carefully prepared to suit the needs of the participants, and technical facilities and infrastructure such as training rooms, equipment and internet access need to be ensured to be ready.

b. Implementation

The implementation stage is when the digital marketing workshop officially takes place. Participants will be introduced to the basic concepts of digital marketing, online optimization techniques, social media strategies and performance measurement. Facilitators who are experts in digital marketing will provide interactive presentations, demonstrations and exercises to provide a deeper understanding. During this stage, participants will have the opportunity to participate in discussions, case studies and practical exercises to hone their skills.

c. Evaluation

After the workshop is finished, an evaluation phase will be carried out to measure the effectiveness and impact of the activity. Participants will be asked to complete a survey or questionnaire to assess their satisfaction with the training, their level of understanding, and the skills they have improved. The organizing team will also analyze the data from the evaluation to evaluate whether the workshop objectives were achieved and whether there are areas that need improvement in the future.

The evaluation stage can also be used to plan the next steps. This can involve follow-up such as follow-up training sessions, webinars, or ongoing support in the form of digital marketing consulting. The results of the evaluation will provide valuable insights to improve the quality and impact of future workshops. Overall, well-planned preparation, implementation, and evaluation stages will help ensure that digital marketing workshops in the Malang City, Malang Regency, and Batu City areas run smoothly and provide significant benefits for participants as well as overall local economic growth.

3. RESULTS AND DISCUSSION

3.1. Results

This activity was held on October 8, 2022, a very valuable activity held at the Malang City PCNU Office. In this activity, around 50 Micro, Small and Medium Enterprises (MSMEs) as well as prospective MSMEs from this region gathered to take part in a meaningful digital marketing workshop.

The first stage of this activity is careful and thorough preparation. Prior to implementation, the planning team had formulated clear objectives for this workshop. They have also developed relevant and practical training materials to meet the needs of the participants. The training rooms at PCNU Malang City Office are well prepared, creating an ideal environment for learning and interaction.

On the day of the performance, an atmosphere full of enthusiasm filled the room. The participants, with high enthusiasm and enthusiasm for learning, were presented with materials that aroused their curiosity about the world of digital marketing. Experienced facilitators in this field give inspiring presentations, guide interactive discussions, and deliver in-depth practical exercises. Participants have the opportunity to explore new concepts, discuss applications in their business, and get hands-on guidance from experts.



Figure 1. Workshop implementation activities
Source: Results of Activity Implementation (2022)

After the activity was completed, the evaluation phase brought a deeper understanding of the positive impact of the workshop. Participants provided invaluable feedback, indicating their satisfaction with the training and the value gained from the material presented. From the results of this evaluation, valuable steps can be taken to enhance and complement similar workshops in the future.



Figure 2. Final Results After the Implementation of Workshop Activities
Source: Results of Activity Implementation (2022)

This activity is not just training, but also an opportunity to open the door to a brighter future for MSMEs and prospective MSMEs in this region. With new knowledge and skills in digital marketing, they are empowered to innovate, reach a wider market, and achieve success in an increasingly digital and competitive business world. This activity, which was held at the PCNU Malang City Office on October 8 2022, will continue to inspire and provide tangible benefits for sustainable local economic growth.

3.2. Discussion

There was a significant increase in the participants' abilities after participating in a digital marketing workshop which was held at the PCNU Malang City Office on October 8 2022. This workshop has succeeded in having a real positive impact on Micro, Small and Medium Enterprises (MSMEs) and prospective MSMEs present. Prior to the workshop, participants had a basic understanding of digital marketing, but after going through a series of in-depth presentations, interactive discussions, and practical exercises, they have experienced an impressive surge in their skills. Participants now have deeper insight into various aspects of digital marketing, including social media strategy, search engine optimization (SEO), paid advertising (PPC), and online campaign performance measurement. In addition, participants have also developed practical skills in creating engaging digital content, data analysis to inform marketing decisions, and the ability to communicate effectively through digital platforms. They have shown great interest and enthusiasm in implementing these new concepts in their own business.

The evaluation results from the participants also reflect the success of this workshop in improving their abilities. Many participants expressed that they felt more confident designing and executing more effective digital marketing strategies. Some of the participants have even started to see tangible results in the form of increased online traffic, customer engagement, and sales conversions after applying the knowledge gained from the workshops. The increased ability of these participants is concrete evidence that the digital marketing workshop has succeeded in changing the paradigm and opening up new opportunities for MSMEs and prospective MSMEs in this region. We are committed to continuing to support the growth and development of their business in the ever-evolving digital era, and we believe that this increased capability will make a significant positive contribution to the local economy and the development of the business community in the areas of Malang City, Malang Regency and Batu City (Malang Raya).

4. CONCLUSION

The digital marketing workshop that was held has proven itself to be a positive step towards empowering Micro, Small and Medium Enterprises (MSMEs) as well as prospective MSMEs in this region. Participants have experienced a marked increase in their digital marketing understanding and skills, which opens up new opportunities to increase their visibility, sales and business growth. This workshop demonstrated that investment in digital marketing training has great potential to drive local economic development and strengthen the business community in Malang City, Malang Regency, and Batu City.

Although this workshop has provided significant benefits, there are some limitations that need to be considered. First, the number of participants is limited to 50 MSMEs and prospective MSMEs. As demand continues, there is potential to expand the range of training so that more businesses can take part. In addition, the duration of the workshop may also be a limitation, because time is limited to present all the material in depth. Some participants may want more time for practical exercises and in-depth discussions.

Based on this experience, we would like to provide some suggestions to increase the effectiveness and impact of similar workshops in the future. First, consider holding regular follow-up or follow-up training sessions. This will help strengthen participants' knowledge and skills over time. Furthermore, training can be expanded through online platforms, webinars, or digital training materials to reach more participants and facilitate access to digital marketing knowledge.

In addition, it is important to allow more time for practical exercises and interactive discussions. This will give participants a greater opportunity to apply the concepts they have learned in their real business environment. Finally, collaboration with educational institutions, the business community, and digital industry players can help improve the quality and reach of future workshops. Overall, this digital marketing workshop is an encouraging first step in advancing MSMEs and prospective MSMEs in this region. By continuing to identify limitations and implementing relevant suggestions, we can strengthen the positive impact of this kind of training

and contribute to sustainable growth in the digital business world in Malang City, Malang Regency, and Batu City.

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