

# Dissemination and Assistance of E-Marketing and Making Smart MSME Cards in Probolinggo City

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## ABSTRACT

The purpose of this community service activity is to provide an understanding of the importance of e-marketing for business actors so that the businesses they establish develop more by expanding the existing market share. On the other hand, the government also supports existing MSMEs by issuing Smart MSMEs Cards that reach MSME owners. So these two things are a strong reason for us to hold an e-Marketing Socialization and Smart MSME Card Making by inviting several MSME owners in the Jrebeng Kidul Village, Wonoasih District, Probolinggo City. The method used in the form of initial observation and data collection. Then socialization and mentoring activities for MSMEs. The results of the activity show that there is an increase in the ability of MSME actors in online marketing (e-marketing). In addition, the formation of a smart MSME card that can reach between MSME communities in the city of Probolinggo.

**Keywords:** Assistance, Dissemination, E-Marketing, MSME, Smart Cards

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## 1. INTRODUCTION

There are shocks in the economic sector after this pandemic condition, MSMEs have the potential to face the economic downturn that has occurred. Chairman of the Indonesian MSME Association (Akumindo) Ikhsan Ingrabatun estimates that MSME revenue in the non-food sector has fallen by 30-35% since Covid-19, because producers only take into account sales transactions between sellers and buyers directly. The government's appeal for social distancing issued on March 15 2020 also predicts that it will have a serious impact on the consumption of MSME products. Therefore, the government must pay more attention to the MSME sector as a driving force for the national economy. Not only that, the impact of Covid-19 has also changed the business behavior of business entities in running their business. Even though the impact of Covid-19 has been felt by various industrial sectors, it does not mean that MSME players have to close their businesses. Even so, MSMEs can still try to continue running their business through an online system (e-marketing) that does not violate the government's rules of social distancing. Thanks to the role of technology, business activities and the distribution of goods can always be carried out. This is done with the intention that MSMEs do not just stop and the distribution of goods continues (Awali & Rohmah, 2020).

The rapid use of social media is currently an excellent opportunity for business actors to introduce their business and products to the wider community by utilizing technology to promote and sell their products online (Febriyantoro & Arisandi, 2018). According to data obtained from suara.com, the number of Indonesian social media users reached 191.4 million in January 2022. Based on these facts, it would be very good for businesses to market their products online using social media aimed at the wider community (Sarfandi et al., 2023). Online marketing using social media is often referred to as e-marketing. Currently there are many

online media that can be used as promotional media such as Facebook, WhatsApp, Marketplace, Gojek and so on (Sulistyan et al., 2022).

However, there are still many MSME owners who have not maximized the use of technology and social media in business development and expanding the existing market share (Yatminiwati et al., 2021). Even though information technology and social media are needed in deploying information systems more quickly. Lack of knowledge about how to market through online media is the main factor causing business owners to be reluctant to market their products through online media. Therefore, the students of the Jrebeng Kidul Village Community Service Program wanted to further introduce the importance of MSMEs to business owners so that they could further advance and develop the businesses they had initiated.

## **2. METHODS**

This community service activity is carried out through outreach activities. The implementation method used is:

1. Observation and Data Collection

This method is carried out by observing/surveying the local RW and RT heads and MSME actors in the Jrebeng Kidul Village and by asking a number of questions to collect data. This is done to see the extent of the potential of MSMEs and classify MSME actors who have business opportunities during a crisis and support marketing activities so that they can improve the community's economy.

2. Socialization and Discussion

This method was chosen so that it is easy to present the core concepts so that participants can more easily absorb the information conveyed by the presenters. The socialization was carried out by delivering presentations by displaying pictures, attractive displays and relatively solid material. As for socialization and discussion material in the form of knowledge about marketing strategies, packaging, product quality, creative economy and how to make smart MSME Cards.

## **3. RESULTS AND DISCUSSION**

MSMEs in Indonesia have become the most important pillar for the economic ecosystem (Hetami & Aransyah, 2021). Moreover, it is known that 99% of business actors in Indonesia are in the MSME sector. The role of MSMEs has contributed 60% to the national gross domestic product and 97% to the employment of workers affected by the pandemic. Meanwhile, of the existing MSMEs, only 16 percent have entered the digital economy ecosystem. In the Indonesian context, the MSME sector is one of the main pillars of Indonesia's economic fundamentals. In fact, at the time of the 1998 economic crisis, it turned out that the MSME sector made a very positive contribution in saving the Indonesian economic ecosystem at that time. The same thing also happened during the Covid-19 pandemic, in which the MSME sector has great potential to become an accelerator of national economic recovery (Sulhan, 2021).

In this service activity, it is implemented in the form of socialization about e-marketing and making MSME Smart cards. The socialization was carried out by presenting material regarding e-marketing as a form of online media marketing that can support sales and procedures for making MSME Smart cards to business owners as activity participants. As for the material for socialization and discussion provided by the speakers as follows:

1. E-marketing

E-marketing is the use of information technology in the process of creating, communicating, and delivering value to customers. E-marketing affects traditional marketing in two ways. First, e-marketing increases efficiency in the traditional marketing function. Second, the technology of e-marketing changed many marketing strategies. The results of changes in this new business model can add customer value and increase company profits. Marketing

through e-marketing is one of the methods used to get closer to consumers. Marketing in question can be for a brand in the form of services and products to promote the company. The first material regarding the theory of e-marketing:

E-marketing goals:

- a. To attract consumers
- b. Utilizing technology for marketing
- c. Adding targets
- d. Develop and maintain the business



**Figure 1.** Outreach Activities  
Source: Survey (2022)

The benefit of e-marketing is that its use will be more effective because it reduces operational costs and makes the price offered more competitive than other businesses. While the advantages of e-marketing presented by the speakers are:

- a. Able to offer convenience to consumers
- b. Consumers get detailed information for purchasing goods
- c. Can access for 24 hours

Benefits for consumers:

- a. Can compare prices of goods
- b. Save costs and time
- c. Shop without having to go to the store directly

Types of e-marketing:

- a. Pay per Click Ads

Pay per click advertising (PPC) is a type of e-marketing that is used to increase the number of visitors who view products. The aim is to increase the awareness of prospective consumers of the goods/services offered. Example: Google ads, etc.

- b. Social Media Marketing

Another e-marketing strategy is to use social media to promote goods/services. Companies can create special accounts on social media to connect with customers. Using social media can save costs, build brands and improve relationships and promote products. Example: Instagram, Facebook, Twitter, etc.

- c. Search Engine Optimization (SEO)

SEO aims to increase the product in the highest ranking in search engines. The way SEO works in an e-marketing strategy is to search for keywords according to certain phrases, then recommendations will appear based on queries (questions). Using SEO can reach an audience and increase sales, because it allows products to rank high in search listings. Example: via Google and free.

- d. E-mail Marketing

Marketing using electronic mail or e-mail marketing is a way for companies to provide information related to goods/services that consumers want to see.

- e. Affiliate Marketing

This type of e-marketing involves 3 parties namely product owners, affiliate marketers and consumers. Affiliate marketers are parties who promote products through videos,

online ads & blogs. The advantage that marketers get through affiliate marketing is getting a commission on every sale. Example: Tokopedia, Shopee, Lazada, Pegipegi, etc.

f. Video Marketing

Marketing via video can drive sales through social media and websites. The advantage of marketing using video in an e-marketing strategy is that companies are able to reach an audience, so they are interested in buying products. Example: Youtube, tiktok etc.

g. Content Marketing.

Marketing in the form of content, aims to provide information to customers to sell products. The advantage of running content marketing in the application of e-marketing is being able to provide detailed knowledge of goods/services to consumers. Such an interesting picture.

## 2. Smart MSME Card

Requirements for getting a Smart UMKM card:

- a. Have a Probolinggo City KTP
- b. Have a Family Card
- c. Have a business for at least 1 year
- d. Have a business certificate
- e. Have a Business Photo
- f. Have NIB
- g. Come directly to MPP (Public Service Mall)
- h. In less than 10 minutes, you already have an e-UMKM card

After the above conditions are met, the public can follow the flow of making a Smart UMKM card by coming directly to the MPP (Public Service Mall) and then following the applicable procedures.



**Figure 2.** Assistance for MSME Smart Card Issuance  
Source: Survey (2022)

Benefits and uses of the Smart MSME Card:

- a. As evidence of MSME actors
- b. As a database for the City Government
- c. As a means of conducting coaching
- d. The City Government gives priority to MSME actors who have E-UMKM Cards in providing stimulus
- e. Make it easier to use banking service facilities
- f. As a basis for monitoring and data collection for MSME actors

Community service activities with the theme of socializing E-Marketing and Making Smart UMKM Cards for MSMEs in the Jrebeng Kidul Village, Wonoasih District, Probolinggo City were carried out on August 20, 2022 starting at 09.00 - 12.00 WIB at the Jrebeng Kidul Village Hall. The participants in this socialization activity consisted of 20 MSME business actors in the Jrebeng Kidul Village, who on average were not familiar with E-Marketing.

The socialization begins with the provision of information and knowledge about E-Marketing which starts with the understanding, objectives and benefits, as well as the types of E-Marketing for MSMEs. Then in the second session the participants were given

knowledge about making a Smart UMKM card starting from the terms and benefits of a Smart UMKM card. The purpose of this activity is so that the participants are not only good at posting products but also providing content and captions so that consumers are willing to buy goods offered through the online media.

#### 4. CONCLUSION

Community service activities conclude that E-Marketing and Making Smart MSME Cards for MSMEs in the Jrebeng Kidul Village, Wonoasih District, Probolinggo City are running smoothly. There is an increase in the knowledge of all socialization participants about the importance of e-marketing. the result of the MSME smart card mentoring activity is the formation of smart cards for all participants and is useful for expanding networks between MSMEs in the city of Probolinggo. Suggestions for further activities are conducting ongoing training and mentoring so that MSMEs in the city of Probolinggo can increase and have competitiveness.

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