

Optimization of Digital Marketing of MSMEs Through The Socialization of The 83rd Regular KKN Walisongo State Islamic University in Pakis Village

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Abstrak

Digitalisasi telah muncul sebagai pendorong utama dalam transformasi sektor usaha mikro, kecil, dan menengah (UMKM), yang memainkan peran penting dalam perekonomian Indonesia. Meskipun potensinya sangat besar, banyak pelaku UMKM masih menghadapi tantangan dalam memanfaatkan teknologi digital untuk tujuan pemasaran. Artikel ini menyoroti program sosialisasi pemasaran digital yang dilakukan oleh Tim KKN Reguler ke-83 Universitas Islam Negeri Walisongo di Desa Pakis, Kabupaten Kendal, yang bertujuan untuk meningkatkan keterampilan pemasaran digital para pelaku UMKM lokal. Program ini melibatkan pelatihan dan pendampingan tentang penggunaan media sosial, optimalisasi fitur digital, dan implementasi QRIS untuk memfasilitasi transaksi. Dengan menggunakan metode Participatory Action Research (PAR), program ini secara aktif melibatkan masyarakat untuk memastikan solusi yang relevan dan berkelanjutan. Hasilnya menunjukkan peningkatan yang nyata dalam pemahaman dan antusiasme para pelaku UMKM dalam mengadopsi strategi pemasaran digital, yang berdampak positif pada daya saing dan efisiensi bisnis mereka. Inisiatif ini berfungsi sebagai model yang dapat direplikasi untuk pemberdayaan masyarakat berbasis digital, dengan potensi untuk mendukung pembangunan ekonomi lokal di era digital.

Kata Kunci: Pemasaran digital; UMKM; Pemberdayaan masyarakat

Abstract

Digitalization has emerged as a key driver in transforming the micro, small, and medium enterprise (MSME) sector, which plays a significant role in the Indonesian economy. Despite its immense potential, many MSME actors still face challenges in leveraging digital technology for marketing purposes. This article highlights the digital marketing socialization program conducted by the 83rd Regular KKN Team of Walisongo State Islamic University in Pakis Village, Kendal Regency, aimed at enhancing the digital marketing skills of local MSME actors. The program involved training and mentoring on the use of social media, optimization of digital features, and implementation of QRIS to facilitate transactions. Employing the Participatory Action Research (PAR) method, the program actively engaged the community to ensure relevant and sustainable solutions. The results indicate a marked improvement in the understanding and enthusiasm of MSME actors in adopting digital marketing strategies, which positively impacted the competitiveness and efficiency of their businesses. This initiative serves as a replicable model for digital-based community empowerment, with the potential to support local economic development in the digital era.

Keywords: Digital marketing, MSMEs, community empowerment

Introduction

Digitalization has acted as a catalyst for transformation across various sectors, including micro, small, and medium enterprises (MSMEs). As the backbone of the Indonesian economy, MSMEs contribute more than 60% to the gross domestic product (GDP) and employ the majority of the national workforce. However, numerous MSMEs still struggle to effectively utilize digital technologies to enhance their marketing strategies. These challenges arise from limited knowledge, inadequate access to technology, and a lack of appropriate digital marketing strategies (Yolanda, 2024).

In the context of the Industrial Revolution 4.0, digital marketing represents a promising solution for expanding market reach and improving the competitiveness of MSMEs. Digital platforms, such as social media, marketplaces, and websites, have proven effective in connecting producers with consumers in a faster and more efficient manner. However, many MSMEs remain reliant on conventional marketing methods, such as distributing brochures or directly offering products at sales points.

Through the 83rd Regular Community Service Program (KKN) of Walisongo State Islamic University, students took an active role in assisting the residents of Pakis Village, Kendal Regency, to optimize the digital marketing strategies of local MSMEs through socialization initiatives. Pakis Village was chosen due to its significant economic potential, particularly in local product sectors, which had yet to fully capitalize on digital technology for marketing. The socialization activities aimed to provide MSME actors with an understanding of the importance of digital marketing, train them in the use of digital platforms, and help them develop sustainable marketing strategies. This approach was designed to enhance the competitiveness of Pakis Village's local products

in broader markets while fostering the community's economic independence.

This study seeks to analyze the impact of the digital marketing socialization program on the marketing capabilities of MSMEs in Pakis Village. The findings of this study are expected to serve as a model for digital-based community empowerment that can be implemented in other areas with similar characteristics.

Methods

This study adopted the Participatory Action Research (PAR) method, which actively involved the Pakis Village community at every stage of the community service activities. This method was chosen to ensure that the implemented solutions were relevant to local needs and potentials. The implementation process began with identifying local challenges and opportunities through field observations and interviews with community members to determine the primary needs in education, the economy, and social aspects. Additionally, document analysis was conducted to obtain a comprehensive understanding of local characteristics.

Based on the identification results, the KKN student team collaborated with the community to develop an empowerment program focused on the digital creative economy and religious moderation. The planning process included setting clear objectives, designing activities, and defining success indicators. The program implementation featured digital marketing training sessions for MSME actors. All activities were documented and monitored periodically to ensure smooth execution.

Upon program completion, an evaluation was conducted with the community to assess the program's success, followed by a reflective process to identify its strengths and weaknesses. This stage aimed to provide recommendations for future initiatives. The collected data were analyzed using both qualitative and quantitative approaches to present an accurate evaluation of the program's outcomes.

Results

Pakis Village is one of the 16 villages located in Limbangan District, Kendal Regency. The village spans an area of approximately 3.49 km², with productive land potential that includes rice fields, plantations, forests, and tourism.

The community of Pakis Village engages in various MSME activities, such as the production of palm sugar, *kolang-kaling* (sugar palm fruit) dodol, candied fruits, coffee, avocado products, and operating grocery stalls. To support the recovery of MSME income in the digital era, socialization on digital marketing as a promotional tool is highly significant.

Digital marketing, according to Prabowo (2018) and Siswanto (2015), is an effective approach for companies to promote and market their products or services. It also provides opportunities to create or access new markets previously constrained by time, communication methods, or distance.

In the modern era, digital marketing is a crucial component of integrated marketing communication. Chaffey and Chadwick (2012) define digital marketing as the use of digital technologies, such as desktops, mobile phones, tablets, and other digital platforms, to target specific marketing audiences. It represents a contemporary communication form that integrates internet-based and digital technologies alongside traditional methods to achieve marketing objectives. For effective and consistent messaging, digital marketing should be complemented with a promotional mix for optimal results.

Zahay (2015) describes digital marketing as leveraging digital technologies to streamline the marketing process and foster customer engagement and interaction. Optimizing various digital marketing channels is essential for achieving effective results, as detailed below.

Kenrianto (2016), as cited in Nikmah (2017), outlined the advantages of using social media in product marketing activities as follows:

1. Facilitates access to customer information: Social media makes it easier for sellers to gather details about their customers, such as language preferences, age, and gender. This data helps target marketing efforts more effectively.
2. Expands market reach and target consumers: Social media features like location tags and hashtags (#) enable sellers to locate and connect with potential consumers.
3. Simplifies feedback collection: Social media platforms, such as Facebook fan pages, allow customers to provide feedback, suggestions, and inquiries in the comments or message sections. This feedback helps sellers innovate and improve.
4. Enables competitor analysis: Social media allows sellers to monitor competitor strategies and adopt superior approaches.
5. Accelerates information dissemination: Sharing information is faster through social media's "share" features.
6. Enhances consumer accessibility: The increasing use of gadgets and advanced technology makes social media a more efficient tool for reaching consumers.
7. Boosts branding and promotion at minimal cost: Social media helps businesses enhance their brand image with minimal expenses.

To address these opportunities, the 83rd Regular KKN Student Team of Walisongo State Islamic University conducted a digital marketing socialization program in Pakis Village with the theme "Optimizing Digital Marketing to Increase Effective and Affordable MSME Competitiveness". The initiative aimed to educate MSME actors on the importance of utilizing digital technology to expand market reach.

Ferina Mulyana, the owner of HI Kopi, served as the main speaker during the program. In her presentation, Ferina elaborated on the various benefits of digital marketing, such as reduced costs, a broader market reach, and the ability to directly interact with consumers. She emphasized that digital marketing is a vital strategy for MSMEs to remain competitive in the modern era. The event was attended by MSME actors from Pakis Village, as listed in Table 1.1.

Table 1.1 Table of MSME Participants in Pakis Village

No.	Name	Address	Phone Number
1.	Melly Luci L	Pakis	08213519xxxx
2.	Sri Supartinah	Pakis	08564301xxxx
3.	Eni Arwati	Pakis	08572980xxxx
4.	A. Tatan	Senet	08529347xxxx
5.	Andriyani	Sukir	08311302xxxx
6.	Umi Khoiriyah	Pakis	08232468xxxx
7.	Nur Mahmudah	Pakis	-
8.	Rusminah	Plaosan	08132739xxxx
9.	Indra- Mafitalina	Kedokan	08231456xxxx
10.	Ngatuan	Plaosan	083387727xxxx
11.	Hadi Waluyo S	Pakis	08529069xxxx
12.	Giyarto	Plaosan	-
13.	Gelidu	Plaosan	-
14.	Komatun Lutfiyah	Plaosan	08232448xxxx
15.	Piyaromah	Plaosan	08139310xxxx
16.	Vitalia	Plaosan	08122933xxxx
17.	Listiyani	Plaosan	08139362xxxx
18.	Musyarofah	Plaosan	08231480xxxx
19.	Siti Hartatik	Plaosan	08383699xxxx
20.	Tulasiyah	Kedokan	08898525xxxx
21.	Sutriasih	Kedokan	08318960xxxx
22.	Anisabul Mufidah	Plaosan	08822722xxxx
23.	Vardiyanti	Pakis	08213397xxxx
24.	Teguh	Pakis	08522693xxxx

The presentation of material delivered by the resource person was comprehensive, covering essential aspects of product marketing, social media usage, and more. Additionally, participants actively engaged in the discussions and question-and-answer sessions, with some even seeking personalized advice on how to market products such as coffee and getuk (a traditional Indonesian snack). One participant, Mr. Teguh, mentioned that this socialization was more useful than previous sessions, particularly due to the added training on creating QRIS, which was directly guided by the KKN Team. Participants also showed a high level of enthusiasm during the training sessions.

The series of activities was carried out in stages, beginning with the provision of basic knowledge about digital marketing and progressing to practical activities, such as creating QRIS. This QRIS was introduced to facilitate payment processes during product transactions, thereby making transactions faster and more efficient for consumers.

A representative from the KKN Team stated that the objective of this activity was to enhance the understanding of MSME actors about the importance of digital marketing and its implementation to improve competitiveness. With the optimal use of technology, MSMEs in Pakis Village are expected to grow and compete in a broader market.

Conclusion

The digital marketing socialization program implemented by the 83rd Regular KKN Team of Walisongo State Islamic University in Pakis Village has significantly contributed to improving the marketing capabilities of local MSMEs. Digital marketing, which includes the use of technologies such as social media, marketplaces, and other digital platforms, enables business owners to reach a wider audience at relatively low costs while facilitating more effective direct interactions with consumers.

Through training and direct support, MSMEs gained strategic insights into branding, promotion, and managing digital interactions with customers. This training covered the use of social media, optimizing digital features like hashtags and geotagging, and creating QRIS to streamline transactions. The activity reinforced the idea that digital marketing is not only a promotional tool but also a crucial strategy for enhancing competitiveness in the modern market.

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