

Improving Digital Competence for Klepu Village MSMEs in increasing marketing reach

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Abstract. Digital competency improvement training for MSMEs in Klepu Village aims to introduce and develop the ability of MSMEs in utilizing digital technology to expand their marketing reach and increase their product sales. In this training, participants were given materials related to the use of social media, e-commerce platforms, and effective digital marketing strategies. The results of the training showed a significant increase in the ability of MSMEs in managing social media accounts and using e-commerce platforms to market their products. Participants also succeeded in implementing paid advertising on social media and creating attractive promotional content. Although there are obstacles such as limited internet access and difficulties in analyzing marketing data, this training has had a positive impact on product marketing and sales. In the future, ongoing assistance and further training are needed to overcome these obstacles and ensure more optimal results. This training is expected to help MSMEs in Klepu Village to be more competitive and access a wider market through the use of digital technology.

Keywords : Digital competence, UMKM, digital marketing, social media, e-commerce.

Introduction

The advancement of digital technology has brought about major changes in various aspects of life, including in the economic and business sectors. Micro, Small, and Medium Enterprises (MSMEs), as one of the main pillars of the Indonesian economy, are now required to be able to adapt to technological developments in order to remain competitive in an increasingly competitive market. One important aspect that can support the success of MSMEs is the ability to utilize digital technology, especially in product marketing. Amid the increasing use of the internet and social media, MSMEs that have not adopted digital technology are at risk of losing opportunities to reach a wider market (Firdausya & Ompusunggu, 2023).

Klepu Village, known for its great potential in the MSME sector, has many small businesses that produce a variety of local products, from handicrafts to processed foods. However, even though these products are of good quality, their market reach is still limited. The majority of MSMEs in this village rely on direct marketing to local consumers, with very little use of digital platforms. This makes it difficult for them to expand their market reach, especially outside the village area or even in the wider market nationally.

Improving digital competence for MSMEs in Klepu Village is very important to do in order to open up new opportunities in marketing their products. The digital competence in question is not only limited to the ability to use technological tools, but also the ability to utilize digital platforms such as social media, marketplaces, and websites for promotion and sales. For example, the use of social media such as Instagram, Facebook, and TikTok which have millions of active users can be a very effective marketing channel for MSMEs. On the other hand, the use of marketplaces such as Tokopedia, Bukalapak, and Shopee also provides opportunities for MSMEs to reach consumers from various regions in Indonesia, even internationally (Handayani, 2023).

However, many MSMEs still have limited knowledge in using digital technology optimally. Some of the obstacles faced include limited knowledge about digital marketing strategies, lack of understanding about how to manage social media accounts, and lack of skills in using e-commerce platforms. Therefore, training and mentoring are needed for MSMEs in Klepu Village in order to improve their digital competence. Thus, they can optimize the use of technology to expand market reach, increase sales, and strengthen product competitiveness in a rapidly growing market.

The training provided is not only limited to how to use technological tools, but also on effective digital marketing strategies, such as the use of paid advertising on social media, SEO optimization for websites and products sold online, and digital market analysis to find out emerging trends. It is hoped that with this increase in digital competence, MSME actors in Klepu Village can utilize technology to increase the visibility of their products, attract more consumers, and develop their businesses in a wider market (Martiyanti et al., 2024).

Thus, the main objective of this digital competency enhancement is to provide MSMEs in Klepu Village with the abilities and skills needed to optimally utilize digital technology, which can ultimately boost sales, expand market reach, and improve the competitiveness of their local products, both in local and international markets. Empowering MSMEs through digital technology is expected to accelerate the economic transformation process in Klepu Village towards a more inclusive and sustainable digital economy.

Research Methods

This study uses a descriptive qualitative approach that aims to understand in depth how digital competency improvement training can help MSMEs in Klepu Village in expanding the reach of their product marketing. The research process was carried out through several stages including identifying needs, designing training materials, implementing training, post-training assistance, and evaluating the impact of training.

The first stage carried out was the identification of training needs which was carried out through an initial survey of MSME actors in Klepu Village. This survey consisted of in-depth interviews and questionnaires to explore information about their level of understanding of digital technology and online marketing. This aims to find out the obstacles they face in utilizing technology, as well as identifying areas that require further training.

Based on the results of the needs identification, training materials are designed to cover various aspects of digital marketing, such as the use of social media, e-commerce platform management, and digital-based marketing strategies. The training is designed to provide the basics of how to use social media such as Facebook, Instagram, and TikTok as effective promotional tools, as well as utilizing e-commerce platforms such as Tokopedia and Bukalapak to increase sales. In addition, the training also covers digital marketing strategies such as the use of paid advertising on social media and digital market analysis.

The training is conducted in several sessions divided between theory and practice. The theory session teaches the importance of digital marketing, while the practice session gives participants the opportunity to directly try managing social media accounts and optimizing the use of digital platforms to sell their products. This training is conducted face-to-face, with instructors who are experienced in digital marketing who provide direct guidance to participants.

After the training is completed, a post-training mentoring stage is carried out which aims to ensure that participants can implement the material that has been learned. Mentoring is carried out in the form of individual and small group guidance, where instructors provide solutions and technical assistance in overcoming obstacles faced by participants in managing their social media accounts or online stores.

In the final stage, an evaluation is conducted to measure the extent to which this training has a positive impact on the digital competence of MSME actors. The evaluation is conducted through interviews, questionnaires, and direct observation of the use of digital platforms by participants. Measuring the impact of the training also includes changes in market reach and product sales after MSME actors implement the digital marketing strategies that have been learned. The data obtained is analyzed qualitatively to see changes in participants' digital skills and obstacles that may still exist after the training.

Results and Discussion

After the implementation of digital competency training for MSMEs in Klepu Village, various significant results can be observed. This training aims to improve the ability of MSMEs to utilize digital technology to expand their marketing reach and increase their product sales. The results obtained are divided into several main aspects, namely improving digital skills, implementing technology in marketing, and the impact on marketing and product sales.

Most participants showed significant improvement in their skills in using social media and e-commerce platforms. Before the training, many MSMEs were not familiar with how to manage social media accounts or use e-commerce platforms to market their products. After the training, almost all participants were able to create and manage social media accounts such as Facebook, Instagram, and TikTok, as well as utilize paid advertising features for promotion. They also successfully operated e-commerce platforms such as Tokopedia and Bukalapak to upload products and manage transactions online.

On the other hand, the application of digital technology in marketing also showed positive results. Most participants began implementing digital marketing strategies, such as using paid

advertising on social media to increase the visibility of their products. In addition, participants also began to routinely create creative content, such as images and videos, to attract the attention of potential buyers. The implementation of this strategy helped increase their market reach, with several MSMEs reporting orders from outside the region or even outside the village. This shows that digital marketing has succeeded in opening up wider market opportunities for their products.

The impact on product marketing and sales is also quite significant. Many MSMEs who previously only relied on sales in local markets or through direct sales, are now starting to receive orders from various regions after utilizing digital platforms. Although there has been a significant increase in market reach and sales, several obstacles remain. Limited internet access is a major obstacle, especially in running paid advertising and managing social media accounts efficiently. Some participants also have difficulty managing marketing and product delivery data, which hinders their operational efficiency.

Overall, the response from participants to this training was very positive. Most participants felt that this training was very useful and could be directly applied to improve their business. They felt more confident in managing digital marketing and were ready to compete in a wider market. However, although the results were quite good, further training is still needed, especially in terms of marketing data analysis and product delivery management. In addition, increasing more stable and faster internet access is a very important factor so that the training results can be applied optimally.

Discussion

Digital competency improvement training for MSMEs in Klepu Village has had a significant impact in terms of implementing digital technology for marketing their products. Overall, this training has improved the technical capabilities of MSMEs in managing social media accounts and e-commerce platforms. This is in accordance with the purpose of the training, namely to introduce digital technology as a more efficient and effective marketing tool for MSMEs who were previously limited to conventional marketing methods.

One important finding was the increased use of social media by participants. Previously, many MSMEs were not familiar with how to use social media such as Facebook, Instagram, and TikTok to promote their products. After the training, they began to routinely create promotional content, such as product images and videos, and use paid advertising features provided by the platform. This shows that MSMEs are beginning to understand the importance of content marketing and social media ads in attracting audience attention and increasing the visibility of their products in the increasingly competitive digital market.

However, the implementation of this digital marketing strategy still faces several challenges. One of them is limited internet access which affects the smoothness of running paid ads or managing social media accounts routinely. Several participants complained that unstable internet connections hindered them from uploading content or monitoring the performance of ongoing ads. For this reason, increasing internet access in Klepu Village is an aspect that needs to be prioritized so that MSMEs can be more optimal in implementing digital marketing.

In terms of sales, there has been a significant increase after MSMEs began marketing their products through digital platforms. Several participants reported an increase in the number of orders, both from local consumers and from outside the region. This shows that the use of e-commerce platforms such as Tokopedia and Bukalapak has opened up a wider market for their products. The use of this marketplace allows MSMEs to reach a larger audience, which was previously unreachable through offline marketing or in local markets. This indicates that digital platforms not only expand market reach but also provide opportunities for MSMEs to compete in a wider market.

However, some participants still have difficulty in managing data analysis and product delivery efficiently. They do not understand how to utilize analytical data from social media or e-commerce platforms to improve their marketing performance. For example, they have difficulty evaluating the effectiveness of paid advertising or determining the right time to post content. In addition, managing inventory and product delivery is a challenge, especially for MSMEs who are not yet familiar with digital management systems. Therefore, further training on marketing data analysis and e-commerce logistics is needed to improve the effectiveness of their digital marketing.

Overall, the participants' responses to the training were very positive. They felt more confident and ready to implement digital marketing strategies in their businesses. This training not only provided new knowledge but also opened up opportunities for them to develop their businesses through the use of technology. However, in order for the results of this training to be more optimal,

ongoing assistance and adequate resources are needed, especially in terms of internet access, as well as further training on data management and logistics.

With this training, it is hoped that UMKM actors in Klepu Village can continue to develop in the digital world, which in turn will increase the competitiveness of their products and help them access a wider market. However, more optimal achievements will depend on the provision of supporting infrastructure, such as more stable internet access, as well as the development of sustainable digital competencies.

Conclusion

The digital competency improvement training for MSMEs in Klepu Village has succeeded in achieving its main objective, which is to improve the ability of MSMEs to utilize digital technology to expand their marketing reach and increase their product sales. Most of the training participants showed significant improvements in managing social media accounts and e-commerce platforms. They successfully implemented digital marketing strategies, such as the use of social media and paid advertising, which opened up access to a wider market, both locally and outside the region.

Although the results were positive, the training also revealed several challenges that MSMEs still face, such as limited internet access that hinders the effectiveness of digital marketing and difficulties in analyzing marketing data and managing product delivery. Therefore, to achieve more optimal results, ongoing mentoring and advanced training related to marketing data analysis and e-commerce logistics are needed.

Overall, this training has had a significant positive impact on MSMEs in Klepu Village in increasing their business competitiveness through the use of digital technology. For the sustainability of these results, further support is needed in the form of digital infrastructure, such as more stable internet access, and sustainable digital competency development.

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