

MSMEs in Surabaya: A Digitalization Literacy For Business

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Abstract: *The ability of MSMEs to implement digital concepts in their business is becoming increasingly crucial, since changes in buying and selling transaction techniques, lifestyle changes, and developments over time all contribute to the digitalization of MSMEs. Although the majority of MSMEs in Gayungan District, Surabaya City, still employ traditional business practices, the sub-district has a lot of potential for MSMEs and has a number of frequent clients. In this exercise, information is shared through conversation, Q&A sessions, and hands-on practice with digital business software. Digital marketing through the use of marketplaces and online services through applications or websites is the method of business digitalization that is employed. Participants in this activity will be able to employ digital applications, like online marketplaces and services, in their business operations and comprehend their advantages.*

Abstrak: Kemampuan UMKM dalam menerapkan konsep digital dalam bisnisnya menjadi semakin penting, karena perubahan teknik transaksi jual beli, perubahan gaya hidup, dan perkembangan dari waktu ke waktu semuanya berkontribusi terhadap digitalisasi UMKM. Meski mayoritas UMKM di Kecamatan Gayungan Kota Surabaya masih menjalankan praktik bisnis tradisional, namun kecamatan ini memiliki banyak potensi UMKM dan memiliki banyak klien setia. Dalam latihan ini, informasi dibagikan melalui percakapan, sesi tanya jawab, dan praktik langsung dengan perangkat lunak bisnis digital. Pemasaran digital melalui pemanfaatan marketplace dan layanan online melalui aplikasi atau website merupakan metode digitalisasi bisnis yang digunakan. Peserta dalam kegiatan ini akan dapat menggunakan aplikasi digital, seperti pasar dan layanan online, dalam operasi bisnis mereka dan memahami keunggulannya.

Kata Kunci: UMKM, Digitalisasi Bisnis, Pemasaran Digital

INTRODUCTION

Because MSMEs have so far demonstrated their ability to weather the economic crisis and have actually increased in number, they are thought to be capable of rescuing Indonesia's economy from decline. MSMEs also have the capacity to employ the greatest number of people in the country's workforce (Yusuf et al., 2022).

Nonetheless, a large number of MSME managers continue to lack awareness of the digital world in the real world. Product marketing should assist MSME management more when they leverage the digital environment. MSMEs must innovate to become more competitive since they are viewed as components of the economy. The innovation in question can be implemented in a number of ways, one of which is marketing (Saepudin, 2022).

This activity focuses on the digital marketing component because there are numerous digital aspects to the company. The use of digital technology to create online marketplaces in order to further marketing initiatives is known as digital marketing (Kushendar, 2022). The development of a product brand image through the use of various digital-based media, including blogs, websites, email, Adwords, or social networks, is another definition of digital marketing (Yusuf & Saepudin, 2023). Geographically speaking, Gayungan Village is one of the important villages in Surabaya City and is situated in the Gayungan District of Surabaya City, East Java Province. There is a lot of untapped potential in the Gayungan subdistrict, including MSMEs that are already operating and whose marketing has even reached outside the city limits. There are still a lot of MSME managers out there who are ignorant of digital business in the Web 4.0 age.

These figures suggest that MSMEs in Indonesia ought to comprise MSMEs in the Gayungan subdistrict. The city of Surabaya needs to be able to keep up with the latest developments and begin adjusting how it uses the internet and different social media platforms for its marketing campaigns. As a result, MSMEs will find it simpler to grow their market network and access a larger domestic and international market. The purpose of this exercise is to help MSMEs become more aware of the value of digital business, particularly digital marketing, and to help them identify the different platforms available. In addition, MSMEs receive training on how to employ digital applications in their business operations through a variety of online platforms and marketplaces.

METHOD OF IMPLEMENTATION

The approach taken in this exercise starts with a pretest, continues with material delivery and practice, and concludes with a posttest. The pretest was used to gauge how well participants grasped the idea of digital marketing and how adaptable they were. The

activity is implemented by showing several case studies and success stories of business owners who have applied the concept of digital marketing. This is followed by the presentation of additional materials, discussions, and practice using online marketplaces like Lazada, Shopee, and Tokopedia. The creation of basic Facebook and Instagram ads is another skill offered to MSMEs. A posttest was used to gauge how well participants had understood the topics covered in the activity before it concluded.

DISCUSSION OUTCOME

Information regarding digital marketing, including its methods and characteristics, as well as its development, was provided in this exercise. Digital marketing is an online tool used to communicate through digital technology in order to accomplish marketing objectives (Sutrisno, 2022). According to Dima (2021), the advantages of digital marketing are as follows:

1. Online marketing tactics can be more easily implemented since digital marketing can be measured more quickly and precisely.
2. Digital marketing has the ability to directly display the outcomes of marketing initiatives, allowing for the direct knowledge of several details like the length of time a product was viewed and the proportion of sales that resulted from each campaign.
3. Digital marketing enables a broader regional market reach, which facilitates the simple and effective global dissemination of product information.



Picture2. Delivery of activity materials

After a film showcasing MSMEs' use of digital marketing to achieve success, the information was presented once more, followed by a participant discussion. Recalling that not every participant has an email, the activity proceeds with the practice of generating one after the participants are judged to have understood the content. Following verification that each participant had a working email address, the participants created accounts on Lazada, Shopee, and Tokopedia, as well as on business Instagram. Lastly, they practiced posting basic advertisements on Facebook and business Instagram.

As a consequence of this activity, participants are able to use many business platforms and marketplaces, develop basic advertising content on Facebook and Instagram, and have a greater understanding of the significance of digital business, particularly digital marketing. The findings of the activity participants' pretest and posttest are contrasted below.

Table 1. Comparison of pretest and posttest results of activity participants

A list of questions	Average participant score (%)	
	Pretest	Posttest
	t	
Have Android	90	90
Owne-mail	55	86
Regular usewhatsapp	90	90
Have a business Instagram	15	90
Understand about digital marketing	8	50
Ability to explain the benefits and importance of digital marketing	45	80
Platform that can be used in business	40	80

LAST WORDS

Based on the posttest results and the participants' enthusiasm for participating in the activity all the way through, it was thought to be a success. Since most of the participants don't have laptops, it is necessary for them to carry a smartphone throughout the session.

This does not, however, become a barrier to carrying out tasks. The participants anticipate that this will be a continual activity and that they will get hands-on help, particularly with digital marketing. The barriers encountered during the activity were caused by the participants' varying potential and abilities as well as the absence of practice equipment, such as participant laptops, which made the activities demand patience and concentration. As participants' expectations change, this activity will be modified and deployed further to support the use of digital marketing.

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