

PKM for MSME Actors Through Creative Economy-Based Business Development and Digital Marketing in MSMEs Fostered by the Jambi Province Culture and Tourism Office

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Abstract

The main objective of Community Service (PKM) is to disseminate knowledge to the community around the University. In addition, the objective of Community Service (PKM) is to bring educational institutions closer to the community, so that universities can assist the government in accelerating the pace of the community's economy and preparing quality development cadres. The target of this Community Service (PKM) activity is counseling and training for Creative Economy Actors of UMKM in Jambi Province. This aims to increase the knowledge of the community and the benefits of this service can be received by Creative Economy Actors of UMKM. Digital marketing has been proven to provide various benefits, such as lower costs, wider market reach, and direct interaction with consumers.

Keywords: MSME Governance, Digital Marketing, MSME

1. Introduction

According to the Ministry of Cooperatives and Small and Medium Enterprises (MSMEs), the contribution of micro, small, and medium enterprises (MSMEs) to gross domestic product (GDP) has increased in the past five years. The contribution of the MSME sector has increased from 57.84% to 60.34%, and domestic labor absorption has increased from 96.99%.

Micro, small, and medium enterprises (MSMEs) are a significant business sector in Indonesia because they are very important for economic development. In addition, MSME owners face three types of marketing problems: problems with small business support organizations, problems with product and market competitiveness and problems in obtaining market data. Now, MSMEs can use online banking systems and sell their products online thanks to advances in digital technology. Previously, MSME marketing was carried out traditionally, now it has shifted to digital platforms such as websites and social media. The use of online media is an ideal choice for MSMEs who want to develop their business.

Many MSMEs developing in Indonesia have utilized digital business technology as information technology in running their businesses. However, many MSMEs still have not



utilized digital business technology, especially social media, and do not yet know the various advantages and functions of social media as a network media. On the contrary, MSME actors in the river greatly benefit from the existence of interrelated networks and relationships.

Increasing the involvement of digital MSMEs due to broadband adoption can result in an increase in Indonesia's annual economic growth of 2%. Thanks to the new marketing system offered by web-based marketing, MSMEs are shifting from traditional marketing to digital marketing which is considered more affordable, efficient and effective. MSMEs utilize various media, including social media to promote their merchandise. Social media marketing has a simpler advantage than the other two forms of media because it only requires an internet connection and several important devices, such as smartphones, to promote a product or service. Compared to traditional marketing media, internet marketing is not only simpler but also more accessible

Digital marketing is an interactive strategy for redirection and extension improvement. Digital marketing is a matter of humans and technology. How markers (markers) interact with consumers (consumers), create bonds, and drive sales (Najmudin, 2022). Unlike traditional marketing, which emphasizes more on customer relationships, digital marketing is a product marketing strategy that focuses on creating actions and results. Digital marketing is an important component of e-business because it allows businesses to better understand consumer needs, build relationships with them, increase product value and expand distribution and sales through online platforms. Thanks to technological advances, marketing is now shifting from traditional strategies to digital strategies that utilize websites and social media. Thanks to its ease of use, lower costs, increased profits and wider market reach, digital media is becoming the preferred choice for promoting goods and services (Rosdiana, et al, 2022).

Digital marketing describes marketing initiatives that utilize web-based media platforms, including blogs, websites, social media and Ad Words. Anyone with an internet connection can obtain reliable information quickly thanks to the combination of mobile technology and advances in information technology. (Sulaiman Helmi, et al, 2024).

One of the main benefits of digital marketing is that it is much cheaper than traditional marketing, which allows for more competitive pricing and attracts more customers. In addition, customers can purchase products using their electronic devices at any time and from any location due to the use of internet technology in digital marketing (Tasyana, et al, 2022).

Social networks that allow users to communicate with each other globally are one of the most frequently used types. Facebook, Instagram, YouTube and Twitter are some of the most popular social networking platforms. Instagram is a social networking program that is widely used to share images and videos.

Instagram endorsement is a popular online marketing strategy. The number of followers of an Instagram account usually indicates how popular the account is. Not only artists with many followers, but people with creative content also have a great opportunity to earn money through Instagram, also known as "selebgram".

Information technology or information is increasingly complex as a result of the increasingly sophisticated progress of the times today. Due to the fact that the internet is developing rapidly, it allows people to access the information they want without limits. By understanding and seeing the various references that can be selected to expand the public's view, he will get more information.

The latest interpretation of the marketing perspective in the form of practical marketing design



emerged along with the development of the internet and digital technology, including the most popular one today, e-commerce. There are many advantages of e-commerce, such as reducing costs, being more flexible, and being accessible at any time without being limited to working hours. In addition, the presence of e-commerce can promote greater efforts for producers and consumers, which can reduce unemployment and increase consumer purchasing power. Therefore, the internet has become an important part of people's lives, and many businesses and companies use it for both private and business activities.

In this service program, basic topics include introduction to the internet and information technology, the basics of digital marketing and digital media marketing strategies, all of which will be discussed in this service program. In addition, this program will provide direct experience to MSMEs in developing digital marketing counseling, so that they can practice the skills they have acquired.

Micro, small and medium enterprises are struggling because they do not fully understand and appreciate digital marketing methods. This is because they have not succeeded in marketing their products on social media or e-commerce sites such as Tokopedia, Shoppe, Bukalapak and Lazada. Another important element that is often overlooked is scheduling the right amount of time to produce promotional or advertising content (Dian, M., Deanna, D., 2023).

Digital marketing socialization and training are very important in today's internet era to help companies become experts in various digital marketing strategies, including social media marketing, SEO and SEM. For this socialization, community service can improve the sustainability and competitiveness of companies, especially for companies that have not fully utilized digital information and technology to sell products and services (Moh, et al, 2023).

Financial accounting standards without public accountability (SAK-ETAP) are rules in preparing financial reports for micro, small and medium enterprises (MSMEs) (Julyanda *et al.*, 2018). Accounting data in the form of financial reports is very important for management to make decisions and solve problems. Although the criteria for financial reports describe the actual financial condition of the company, many micro, small and medium enterprises (MSMEs) are unable to prepare and present financial reports.

The current phenomenon is that most MSMEs do not keep books even though several laws require them to prepare financial reports (Utami *et al.*, 2020). Tribun Demak (2021) reported that many MSMEs are still unable to prepare financial reports. The purpose of SAK-EMKM is to prepare financial reporting guidelines for micro, small and medium enterprises that do not fully comply with applicable accounting standards (Adino, 2019). Another task that must be carried out by MSMEs is to make financial plans that include taxes, insurance and investment management. The main goal is to help communities and organizations achieve long-term goals and financial stability. MSMEs must also talk about the analysis of corporate financial decisions, including investment project assessments, capital structures, and dividend policies, to maximize company value and make the most profitable decisions for capital owners (J. Berk, & P. DeMarzo, 2020). In addition, it is important for MSMEs to have the ability to manage financial risks, such as risk measurement, portfolio diversification, market risk management, and credit. The main goal is to achieve goals more efficiently and effectively by reducing negative risks and taking advantage of as many positive opportunities as possible (Sunaryono, et al, 2024). Since most businesses can only succeed if they have information technology services, improving information technology is very important (Fitriani, et al, 2022). By optimizing existing technology, marketing can expand its reach, especially in digital or social media marketing. Thus, technology becomes the main supporter in encouraging wider growth

of MSMEs (Fitrani et al, 2022). Social media has become the most commonly used online marketing strategy, which has become the main choice for MSMEs to develop their business. Social media functions as an online platform that supports technology-based social interactions, which allows communication that is not only one-way but turns into interactive discussions (Liedfray et al, 2022). The use of social media has many economic benefits, such as expanding deals and building relationships with clients, as well as non-economic benefits, such as increasing the number of visits to a particular website.

Underutilized communication design has evolved with the growth of the internet, especially social media. In addition, it has changed the nature, function and structure of commerce benefits. This has impacted the way buyers, sellers and other external parties communicate with each other. In addition to helping people connect, businesses use social media to find information, promote their brands, attract new clients, increase engagement and gather feedback. One of the opportunities for abuse is data innovation. Data innovation improves performance and efficiency which is very beneficial for small groups. In addition, small businesses will have more opportunities to work with courageous individuals in various industries. One of the fastest growing data innovations that can help small and medium businesses perform better is social media (Sulaiman Helmi, 2024).

Worker communication, open interaction, storefront investigation, public marketing, ideas and promotions for underutilized goods, customer benefits and popular administration are the main uses of social media. Perfect the success of new product launches in the modern era. In general, SMEs do not have the essential resources needed to thrive in the highly competitive market and the shift in data usage that social media has given rise to. Ultimately, SMEs need to understand how to engage with their customers on social media (Lia Febria Lina, 2020).

People who have good knowledge about finance can also avoid financial problems. It is not only low income levels that cause financial problems; financial problems usually arise as a result of mismanagement, such as misusing credit, or not having a financial plan or ability. Mental pressure, or stress, and lack of self-confidence can be caused by financial limitations (Choerudin *et al.*, 2023). Therefore, by fulfilling their financial commitments through efficient financial planning, MSME owners can benefit from the application of financial knowledge and skills in their economic success. Many MSME actors gradually recover and continue their operations in this situation. However, many of them lose their strong and well-known brand identity and lose public recognition (Kasman, et al, 2023).

Because the brand is an important part of marketing success, of course it will reduce the number of customers against the purchasing power of the community in this case (Hidayani, N., & Arief, 2023). The income of SMEs will be affected if people's purchasing power decreases. Using current technology, business marketing is growing, and the existence of the internet as a communication tool has many benefits for its users, such as digital branding, a strategy to promote the brand of business actors who have not realized how important the brand is (Rizki et al, 2023).

2. Problem Solution

Through this solution, MSMEs in Jambi can utilize information technology to increase competitiveness, optimize branding, and expand market reach. This is also expected to encourage the acceleration of creative economic growth in the region.

The community service team from the lecturers of Bina Darma University expressed their gratitude to the Jambi Provincial Culture and Tourism Office for granting permission,

providing a venue, and fully supporting this activity. They also thanked the creative economy entrepreneurs of Jambi Province's MSMEs who were very enthusiastic about participating in this event.

3. Method

This community service activity is carried out through lectures, incentives, and training.

1. Observation Held to find out the location of the event in Jambi Province.
2. Interview Held with several Creative Economy Business actors in Jambi Province regarding what will be conveyed in the counseling.
3. Training, guidance and counseling. Training activities will begin after the observation and interview are complete. The team leader organizes the team to carry out training to facilitate the community service process. The theme will be presented by this group. In addition to playing a role in the community service project, each team member has the authority to act as an instructor during the activity.

The location and timing of the implementation are carried out for creative economy entrepreneurs in Jambi province. This activity will be conducted on November 6th to 7th, 2024.

4. Results and Discussions

To help improve the capacity of micro, small, and medium enterprises, lecturers from Bina Darma University actively participate in community service activities. On this occasion, they collaborated with the Jambi Provincial Culture and Tourism Office to carry out community service with the theme of branding optimization and the utilization of information technology. The development of information technology has driven the emergence of the creative industry, which is now a global phenomenon. Some countries, including Indonesia, are witnessing rapid growth in the creative industry compared to developed countries. The production of creative works, especially in the creative industry, is dominated by information technology. At least ten out of the 17 creative sectors have a close relationship with information technology. This industry includes advertising, product design, architecture, photography, interactive games, music, publishing and printing, computer and software services, radio and television, as well as research and development. The subsector of the creative industry heavily relies on the availability of hardware for data processing, manufacturing, post-production, and distribution. With this technological advancement, the production process becomes easier and the quality of the products improves. Digital marketing is a creative method that uses databases to reach customers individually, cost-effectively, and more timely, as well as to provide information to enhance and expand internet marketing operations. A small portion of small and medium enterprises (SMEs) use information technology to run their businesses. Business actors are considering developing new ways to win the increasingly fierce competition.

The training activities provided by Dr. Sulaiman Helmi, MM., CMA, as a Lecturer in the Master of Management Program at Bina Darma University to the creative economy MSME actors in Jambi Province will become a sustainable collaboration to socialize the importance of utilizing information technology and managing digital marketing in running businesses.



Figure 1 Foto Extension Activities

Information technology services are crucial for most businesses to achieve success, and their advancement is very important. Technology always offers benefits and solutions that make everything easier, especially in terms of social media and digital marketing. Thus, technology emerges as the main driver of MSME expansion. Compared to traditional marketing, targeting digital is much cheaper, has a wider reach because it is not limited by geography, residence, lifestyle, and even habits, and produces results quickly, allowing marketers to make necessary corrections or changes. The nature of direct, two-way, and anytime-accessible communication allows businesses to track metrics such as website traffic, online sales, and customer engagement or acquisition. It appears that the participants in the event attended by several Creative Economy Business actors were very interested in speaking with the resource persons and obtaining more information.

As is known, the increased use of digital marketing is crucial in building independent MSMEs. By optimizing their branding, MSME actors can enhance the creative economy by using information technology such as social media. Unused communication design has transformed the framework, procedures, and operational strategies of MSMEs. To achieve this goal, a lecturer from the Management Study Program at Bina Darma University held a socialization and training session on enhancing the use of information technology by creative economy entrepreneurs on November 6-7, 2024, in Jambi Province. Along with the increasing use of digital information technology today, there is an ongoing intermediation function and a high demand from creative economy entrepreneurs for easier and faster access to social media compared to traditional marketing strategies. Along with the increasing use of digital marketing, social media has also become an alternative for creative economy businesses in Jambi Province to market their products online.



Image 2: Activity Photo with the Jambi Province Culture and Tourism Office

It is hoped that the improvement in branding education in digital marketing will enhance the creativity and skills of MSME entrepreneurs in the creative economy sector. The purpose of this workshop is to facilitate MSME actors in utilizing social media for their businesses. In addition to disseminating information to the public, this community service activity (PKM) also aims to strengthen the ties between educational institutions and the community. In this case, higher education institutions can assist the government in preparing superior human resources to occupy development positions and accelerate the economic development of the community.

In the upcoming sustainability agenda, creative economy MSME entrepreneurs will be educated on analyzing branding for their business feasibility. They will also be trained in the business world, including how to use social media properly. The training will also cover how to use digital marketing with information technology.

5. Conclusion

The community service activities carried out in Jambi Province aim to optimize branding and the use of information technology through digital marketing for creative economy business actors. The results show that this training successfully improved the participants' understanding of digital marketing strategies and social media optimization to enhance business competitiveness. MSME actors showed high enthusiasm in participating in the training, especially regarding utilizing technology to promote their products more effectively and efficiently.

Digital marketing has proven to provide various advantages, such as lower costs, a wider market reach, and direct consumer interaction. However, there are still challenges such as a lack of deep understanding of digital marketing strategies and limited time to create engaging promotional content.

There are suggestions for developing MSMEs based on the digital creative economy, namely by providing intensive training on digital marketing, including strategies for using social media (Instagram, Facebook, YouTube), SEO, and SEM. Socialization of the importance of branding in attracting customers. Helping MSMEs develop a simple website or blog to increase visibility and Collaboration with the Jambi Provincial Culture and Tourism Office to facilitate the promotion of local MSME products through cultural and tourism events.

Through this solution, MSMEs in Jambi can utilize information technology to increase competitiveness, optimize branding, and expand market reach. This is also expected to accelerate creative economic growth in the region.

The community service team from Bina Darma University's lecturers expressed gratitude to the Jambi Provincial Culture and Tourism Office for granting permission, providing a venue, and fully supporting this activity. They also thanked the creative economy entrepreneurs of Jambi Province's MSMEs, who were very enthusiastic about participating in this event.

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