Needs Analysis Using LMS Digital Marketing to Improve Digital Literacy of Micro Small Medium Enterprises (MSME)

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Abstract
Digital literacy is the capacity to use a variety of media for information access, analysis, and production, in this case for participants in the economy. In order to increase the digital literacy of UMKM actors, it is necessary to design learning media formulations that address the following issues: 1) a description of how LMS on Digital Marketing is used as a learning tool for UMKM actors, 2) viewpoints on and challenges faced by UMKM players in the field, and 3) learning media formulations that are needed. The observations' findings took the form of a tool for UMKM actors to assess their needs, which was then subjected to descriptive qualitative analysis. Researchers discovered that social media has been used as a learning tool in the field to help people comprehend digital literacy. but has not been implemented optimally, namely: 1) there are obstacles in delivering material, especially material that cannot be observed directly or abstractly, 2) material is too abstract becomes difficult in delivery, UMKM actors need media that can visualize detailed and correct digital literacy so that there are no misunderstandings about digital literacy, and 3) learning media that needs to be developed to increase digital literacy of UMKM actors is LMS Digital Marketing.
Keywords: *Digital literacy, Needs analysis, Learning management system*

INTRODUCTION

Learning has changed and benefited as a result of modern advances in science and technology, among other things. If learning material is presented in an efficient and effective manner, learning outcomes will be influenced [1]. In order to attain student center, effective learning materials can motivate students to study independently. However, many learning media are still less effective than they may be in their application.

Understanding digital literacy is as necessary for interaction in the modern world as other scientific knowledge. As a result of having grown up with unrestricted access to technology, the millennial generation thinks differently than earlier generations. When using technology to connect or communicate in daily life, everyone must be responsible. Media content that promotes hate speech, lies, fake news, and extremism might upset the current digital environment by instilling a sense of awareness in each user [2]. Digital literacy encompasses a range of skills, including the management of diverse types of information, the capacity to decipher messages, and successful interpersonal communication.

Today, it's important to have digital competencies that include the ability to create, collaborate, communicate ethically, and know when and how to utilize technology [3]. All levels of stakeholders, starting with parents, teachers/educators, educational institutions, and the government, need to pursue digital literacy education in order to provide guidelines, directions, and instructions to create a social order with critical and creative mindsets and perspectives in order to foster social and community life.

As an initial observation, researchers conducted research in the UMKM Community in Kab. Bojonegoro. Observations were made on MSME traders who have gone public and have complex problems. MSME Traders Kab. Bojonegoro does not have access to entrepreneurship seminar classes or entrepreneurship courses like those in big cities in general. Another problem in marketing activities that often becomes an obstacle for small, micro and medium enterprises (MSMEs), namely the use of marketing media that is not optimal and does not provide benefits for business [1].

Marketing that is still classified as conventional makes small businesses unable to compete with large business actors who have a strong marketing network. The potential development of this digital era provides social media as a step to help market products or services, so that it can increase business and lower costs. Social media is an online media that allows its users to participate, share, create blogs, social networks, wikis, forums and virtual worlds [2]. Social media that can be used to help marketing activities are very diverse, such as WhatsApp, Instagram, Line, Telegram, Facebook, YouTube, and so on . Social media presents many potentials such as easily finding information about the products offered, helping potential consumers to compare products before making a purchase transaction, being effective, minimizing promotional costs and being able to reach a broad and unlimited market.

The learning objectives, We are Entrepreneurs, the choice of media resources, the learning activities, and the roles of teachers and designers are the first phases in the learning module [6]. As a result, the creation of entrepreneurial learning materials will incorporate both formal and informal curricula as well as substantive elements such appealing packaging, fresh or current information, and customization for micro traders. Naturally, the learning requirements specific to everybody who can read will be accommodated by the instructional materials that will be created. In order to create entrepreneurship textbooks for MSME traders, it is intended that the teaching materials that have been assembled can serve as a reference for the Bojonegoro City Education Office.

Digital marketing is a type of marketing activity that uses the internet and information technology to increase market share and sales volume. [3]. The existence of social media also has an impact on the emergence of new techniques in marketing, namely through social media platforms and marketplaces [4]. Therefore, learning digital marketing is important to encourage increased digital literacy and prepare the current generation to face an increasingly digitalized world. Several textbooks have been developed in research to assist the teaching and learning process both in schools and campuses [5]. However, no research has been found that specifically develops Digital Marketing for the needs of LMS-based MSME traders.

METHODS

This study employs a qualitative research methodology, specifically one based on the postpositivist school of thought, to examine the conditions of natural objects. Data collection techniques are triangulated, data analysis is qualitative inductive, and research findings place an emphasis on meaning rather than generalization [10].

This research method is a descriptive method, namely research that aims to obtain information about actual phenomena or situations and create a picture/description of what is or is happening [6]. Where in this study aims to obtain information and an overview of the needs of MSME traders for the development of e-modules that contain MSME management and in accordance with the demands of the times and can meet the need for trade promotions that are able to achieve the targets set. Data collection techniques used include questionnaires, interviews, and documentation. A questionnaire via Google form was given to 10 MSME traders. Interviews were conducted with several traders to get more in-depth information regarding the problems they were facing. so that it can be used as a reference in developing LMS-based e-modules..

RESULTS AND DISCUSSIONS

A result of LMS-based e-module needs analysis was obtained through the author's observation. Observations were made for 10 MSME traders in the January-June 2023 semester. The research results are obtained in Table 1.

Table 1. Table captions should be placed above the tables

No	Question Analysis
1	95% of MSME traders answered that they have Android and can use it
2	60% of MSME traders answered that they had difficulty in carrying out marketing because they did not understand marketing media
3	78% of MSME traders answered difficulties in understanding using social media in the marketing process
4	85% of MSME traders answered that they had difficulty learning how to do print media marketing
5	70% of MSME traders want a user-friendly digital marketing learning media that they can use anywhere
6	45% of MSME traders want interactive and practical digital marketing learning media.
7	48% of MSME traders want digital marketing learning media that can be accessed online independently.

Table 1 above shows that most MSMEs experience difficulties in understanding digital marketing due to the lack of interactive and flexible learning media so that the need for web-based media (e-learning) is developed so that MSME traders get learning media as independent, effective, efficient learning resources. and can also understand the concept of material and practice.

In the recapitulation data for the responses of MSME traders, it shows that the learning process with Android-based learning media in integrated learning subjects is interesting and fun. The percentage of respondents who stated this was 100%. This is because learning has several advantages, one of which is inviting students to be active in learning.

The results of the analysis of the needs questionnaire for developing teaching materials show with LMS that MSME traders want learning resources that they can learn again at home, such as listening to lectures from entrepreneurial seminar classes, so they can repeat the learning material until they really understand. The learning strategies applied so far are lectures, discussions and exercises both in class and online. The learning resources used so far are less interesting because they are only in the form of text and images. From the questionnaire that was distributed to MSME traders, the need for a very high learning video was followed by the Power Point Lecturer because it was in the form of a summary of the material [7].

The use of LMS in the entrepreneurship learning process will be more able to attract MSME traders. The ability to communicate material in two directions will support educators and students when carrying out the learning process [8]. In addition, LMS is in line with the characteristics of the z generation who prefer challenges, love technology, are flexible, smarter, and prefer to be globally connected and networked in the virtual world [9]. Theoretical and practical material in entrepreneurship content which is a challenge for entrepreneurship learning can be contained in a single unit in the LMS. So that LMS will be better able to address the problems and needs of learning in the current 21st century.

LMS becomes a necessity in the entrepreneurship learning process. Problems related to entrepreneurship learning in order to increase the entrepreneurial spirit can be through media that are packaged in an attractive way. This is commensurate with research conducted by Prasetya, that LMS is able to improve student learning outcomes [10]. Digital forms make it easier for educators to adapt learning models that can improve critical thinking, collaboration, communication and creative thinking skills which are much needed in the 21st century education era [11]. In addition, there are many positive views by educators towards LMS to support the learning process [12] .

Videos in learning at the LMS are really needed because MSME traders can return to review explanations via the LMS. Students suggest that they develop videos that are interesting, clear, and can guide them to understand and practice, especially at the practical stage. Video tutorial learning media is also self-contained and self-instruction, namely independent learning. Based on research data, it is necessary to develop video tutorial learning media. Video tutorials were chosen because they can facilitate MSME traders to learn, both with educators and independently. Video is a media that is included in the audio-visual media category. Dale stated that using audio-visual resources can be very beneficial if the teacher is involved in the learning process. [12]. Videos are also good at enhancing student learning outcomes, both at the elementary to university levels. The learning system using video tutorials will make learning more effective and efficient [13].

Learning using video tutorials is self-learning which provides an opportunity for MSME traders to manage their study time and understand lecture material independently [13]. It is very suitable to be paired with LMS because with LMS and

trainers can monitor how far the learning process is taking place. Online learning with LMS and videos is one of the keys to achieving learning goals [14].

CONCLUSION

It can be inferred from the outcomes of the data analysis and discussion that the needs analysis was acquired by sending questionnaires to MSME traders., theoretical studies based on literature studies regarding entrepreneurship-based LMS learning and digital marketing. The results of research conducted on MSME traders in Bojonegoro Regency show that although entrepreneurship and digital marketing learning does not yet exist, MSME traders access other media for learning, but these media should be adapted to the needs of students. The results of the study show that audio-visual media in the form of LMS is assumed to be the most relevant media to the needs and characteristics of MSME Traders. Identifying needs analysis is merely the first phase or pre-survey of this research. In order to continue this research, teaching materials in the form of LMS must be created. When a complete and ideal prototype has been created, professionals evaluate it to ensure its validity. As a result, neither validation tests nor field trials both on a small and a big scale have been performed on this prototype at stage 1.

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