

The Effectiveness of Education and Training (DIKLAT) on Android-Based Digital Marketing in the Development of Marketing for PKK Karangdowo's Batik Micro Small and Medium Enterprises (MSMEs)

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Abstract

Micro Small and Medium Enterprises (MSMEs) are businesses or enterprises conducted by individuals, groups, small business entities, or households. Similarly, the TP PKK (Family Welfare Movement) of Karangdowo Village also has MSMEs, specifically in the form of batik production. Although the batik production in these MSMEs is of good quality, the sales still fall short of expectations. Therefore, there is a need for training in digital marketing techniques. This research aims to provide an explanation regarding the effectiveness of digital marketing training conducted by MSMEs of PKK Karangdowo in increasing the sales of PKK Karangdowo's batik products. The research subjects are 10 PKK mothers selected through a purposive sampling technique. The research method used is an experimental one, collecting questionnaire data from the pre-test and post-test phases. Data analysis is conducted using descriptive statistics. This method explains how the effectiveness of digital marketing training contributes to the increase in sales of batik products owned by PKK Karangdowo's MSMEs. The results of the research indicate that digital marketing training can enhance the sales of MSMEs' batik products compared to previous sales. Based on these results, it can be concluded that the marketing strategy development carried out by MSMEs of PKK Karangdowo, through the implementation of digital marketing training, is considered successful in increasing the sales figures of their batik products.

Keywords: Training, Digital Marketing, Micro, Small, and Medium Enterprises (MSMEs)

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INTRODUCTION

In essence, education is a deliberate effort to shape an individual's personality (Triwinarti, 2020). It is a process of humanizing people, making them in line with the purpose of education. Quality education will result in quality human re-sources (Lukman, 2021). Law Number 20 of 2003 concerning the National Edu-cation System (SISDIKNAS), in Article 13, Paragraph 1, states that education in Indonesia is conducted through three educational pathways: formal education, non-formal education, and informal education, which complement each other. One of the educational pathways with broad coverage and lifelong learning is non-formal education.

According to Kotler & Armstrong (Yanuar et al., 2017), marketing is a social and managerial process through which individuals and groups obtain what they need and desire by creating, offering, and exchanging valuable products with others. From the expert opinions mentioned above, it can be concluded that mar-keting should focus on customers. Additionally, marketing is a process where individuals, groups, or companies are responsible for promotions that create profitable value. According to Didin Hadi Saputra et al. (Saputro et al., 2023), digital marketing has become a widely used medium in society today, and people use it daily without even realizing it. As the era advances, many people have shifted to digital marketing. In a broader sense, digital marketing means market-ing or purchasing products through the internet. Online media commonly used include Instagram, Facebook, Tokopedia, Shopee, and others. Social media can provide promotional information and attractive designs, presenting products in a hygienic, clean, and tidy manner (Ekasari et al., 2019). The digital marketing in-dustry experienced rapid growth during the COVID-19 pandemic (Siska & Noviyah, 2021). Digital marketing emerged as a new marketing industry that uti-lizes the internet as a medium for conveying information (Muljono, n.d.). Digital marketing has become a cornerstone in the marketing world, as evidenced by the unstoppable use of the internet as a marketing medium. Both small and large companies compete to capture consumers' attention through online media. How-ever, some business owners interpret digital marketing merely as a platform for transactions, while, in reality, the concept of digital marketing is about utilizing various internet resources as a medium to inform and promote products owned by business owners or MSMEs. In other words, the media used are not limited to those specifically designated for MSMEs, allowing for a wider marketing reach and potential increases in sales of MSME products.

According to Sinambela (Jumawan & Mora, 2018), training can be defined as the process of teaching the necessary skills to perform a job. Training is not only the responsibility of the organization but also the personal responsibility of the employees. Training is a systematic and planned effort to enhance the knowledge, skills, and attitudes of employees through learning experiences to improve performance effectiveness (Siregar, 2018). Training is a series of pro-cesses designed to improve employees' skills, knowledge, experience, and atti-tudes (Wiliandari, 2018). The essence of training lies more in the aspect of skills than mere education or teaching that provides knowledge, as training includes both work experience and knowledge. Several types of training can be conducted to enhance human resources, such as: a) Technical Training, aimed at improving knowledge and skills in a specific field of business; b) Management Training, aimed at increasing knowledge and capabilities in organizational management, administration, marketing or product trading, or raising awareness of specific norms. To support the role of MSMEs, researchers provide reinforcement through training for residents to keep their skills sharp. Capitalization and marketing in MSMEs have an impact on the management and production of products to com-pete better with other products (Yuli Rahmini Suci, 2008).

In the research conducted by (Manuharani et al., 2022), it is stated that the effectiveness of digital marketing can expand promotions and markets that can be easily reached because digital marketing facilitates consumers shopping and makes it very convenient for consumers when various promotions are provided by e-commerce platforms. Indirectly, consumers will be more interested in shopping online, as it can be done anytime and anywhere without the need to visit physical stores. The research highlights that digital marketing is highly effective compared to conventional marketing practiced before the advent of digital marketing. Digital marketing also requires minimal capital for selling and renting shops and spaces and can increase sellers' profits. It benefits both buyers and sellers by enhancing consumption and sales (Sathya, 2017). This finding is supported by another study by Setiawan, which explains that digital marketing significantly helps increase sales and income for sellers (Setiawan et al., 2021). Other research suggests that the implementation of digital marketing positively correlates with the achievement of young entrepreneurs' businesses, such as increased sales and profits, a larger market share, deeper customer loyalty, and improved competitive advantage (Prathivi, 2020). Umami states that sales can increase through digital advertising, which requires influence from various social media, known as digital marketing strategies with a focus on digital advertising (Umami & Darma, 2021). According to research by Fedorko, Slovakia recorded the highest share of online buyers in 2012, the Czech Republic in 2022, and Hungary achieved the highest growth in this regard. Furthermore, the study reveals that information technology development is essential for society to support various business activities, both large and small. Using digital marketing in the business unit's marketing system can increase sales volume and the number of customers, thereby influencing global competition. This is because technology facilitates human work in meeting business development needs (Rizaldi & Hidayat, 2020). Another study states that the implementation of digital marketing can increase MSMEs' sales and is particularly effective for established businesses (Arfan & Ali Hasan, 2022). Several studies affirm that training can enhance the abilities and competencies of individuals receiving it. According to Hendriadi, digital marketing training directly and quickly develops human resources, considering the increasing user-friendliness of gadgets in society's eyes (Febri et al., 2022). In another study, it was found that digital marketing training conducted for the "Akukarlos" MSME association in Malang Regency raised awareness of the importance of digital marketing in the COVID-19 era (Marisa et al., 2022). The research by Slamet explains that social media-based digital marketing training for MSME players in Kedung Baruk Surabaya enabled participants to implement digital marketing and improve sales and income (Martono, 2022). Likewise, another study conducted by Porsayev for MSME players in Turikale District, Maros Regency, reports successful digital marketing implementation and increased sales for some participants (Medatovna & Igorevich, 2021). However, these studies do not specify the effectiveness of digital marketing training in terms of its primary goal of increasing sales. Additionally, the studies do not mention whether the digital marketing training was successfully implemented by MSMEs in the fashion goods sector, particularly homemade or self-made products, as intended by the author.

Karangdowo Village is one of the villages that develops batik businesses, managed by the Tim Penggerak PKK (Family Welfare Movement Team) of Karangdowo Village. The village produces hand-drawn batik with various attractive patterns and colors based on customer orders and demands. The PKK Karangdowo team has ten employees, each with their own respective roles in producing hand-drawn batik. The MSME players of the PKK team can produce a minimum of 42 pieces of batik fabric in one production cycle, which takes one month. From the author's interviews, it is found that none of the employees have digital marketing competencies, and a survey shows that the MSME players of the PKK Karangdowo Village lack

competence in the field of digital marketing. The recent sales since the inception of the batik business are recorded at approximately 100 pieces. Most batik sales are generated through word-of-mouth marketing. Although the production conditions are good, the sales have not met expectations. This is attributed to limited human resources and skills in online marketing. Given the various factors causing the sales mismatch, the author hopes that digital marketing training can shed light on improving human resources in marketing competencies, enhance knowledge, and increase sales of Bojonegoro batik products produced by the PKK Karangdowo Village MSMEs by expanding sales markets through online platforms available on social media. In this research, the author uses social commerce in the form of TikTok Shop as the medium for implementing digital marketing because many target customers use TikTok Shop for product marketing. TikTok has evolved into a social-commerce platform, with social media playing a significant role in product branding, ultimately boosting sales due to the influence of the branding (Adiyono et al., 2021). Studies have shown that TikTok can increase sales through video branding features that continuously evolve to meet the demands of Generation Z (Plötz et al., 2023).

METHODS

The type of research used in this study is an experiment. According to Sugiyono (2012), the experimental research method can be defined as a method used to determine the influence of a specific treatment on another under controlled conditions. Based on this definition, it can be understood that experimental research is conducted by providing a treatment to the research subjects and then observing the effects of that treatment. This study employs a quantitative approach with data analysis using descriptive statistics. Descriptive research is carried out to seek information related to existing phenomena with clear objectives, plan the approach, and collect various data to compile a report (Jayusman & Shavab, 2020). The research involves 10 mothers from the PKK Karangdowo team as research subjects, selected using purposeful Sampling, and conducted in person at one of the mothers' homes in Karangdowo Village for one day. The study specifically aims to assess the changes resulting from a particular action (Sugiono, 2012). Data collection techniques used in this study include observation and interviews conducted with the MSMEs of PKK Karangdowo and data on their sales. The collected data will be analyzed and presented in the results and discussion section of this research.

RESULTS AND DISCUSSIONS

One of the educational programs implemented is training. Training is part of the non-formal education system, which encompasses multiple aspects to provide various benefits to human life and targets individuals from early childhood to adults and communities. According to Law Number 20 of 2003 on the National Education System, Article 26 (3), Non-formal Education (PNF) includes Life Skills Education, Early Childhood Education (PAUD), Youth Education, Women's Empowerment Education, Literacy Education, Skills Education, Vocational and Work Training, Equivalency Education, and other education that supports the improvement of participants' abilities (Ningrum & Nusantara, 2018). According to the Indonesian Dictionary (KBBI), training is the process, method, activity, or occupation of providing training. The design of Android-based training with the theme of digital marketing can be explained briefly through the following diagram.



Figure 1. Digital Marketing Training Design

Identification of Batik Bojonegoro MSMEs in PKK Karangdowo, providing information as the basis for digital marketing training, presenting the objectives and benefits of the training, and explaining the relevance of digital marketing strategies in the current business world by the presenter

Conducted at one of the homes of the PKK team managers and attended by 10 training participants. The presenter provides a brief description of digital marketing strategy elements (social media marketing, search engine optimization, content marketing, digital advertising, email marketing, etc.). It also outlines the steps involved in designing an effective digital marketing strategy and discusses the use of relevant digital tools and platforms. The presenter then provides direct training and guidance to the participants on digital marketing through social media (TikTok Shop), which is imitated directly by the trainees.

After the training is completed, all involved parties conduct an evaluation to identify any shortcomings or errors that need to be corrected for improvements in future training. The evaluation helps each component identify its own mistakes and find appropriate solutions for the errors that occur. Thus, the training implementation can be significantly improved.

In this research, three hypotheses were tested to evaluate the effectiveness of Android-based digital marketing training in developing the marketing of Batik MSMEs in PKK Karangdowo. Below are the results and discussions for each hypothesis: Results and discussions for each hypothesis.

Table 2. Evaluation Results of Ability to Use Social Media

No	Description	Pre-test	Post-test
1	Not Skilled	30% (3)	0% (0)
2	Fairly Skilled	40% (4)	30% (3)
3	Very Skilled	30% (3)	70% (7)

From Table 2, it can be observed that the ability to use social media before the training (Pre-test) showed that 30% of the respondents admitted to being not skilled or unfamiliar with using social media, 40% felt fairly skilled, and 30% claimed to be very skilled in using social media. After the training (Post-test), there was a significant improvement in the ability to use social media, with 30% of the respondents considered fairly skilled and 70% considered very skilled.

Table 3. Evaluation Results of Ability to Utilize Social Media as Digital Marketing

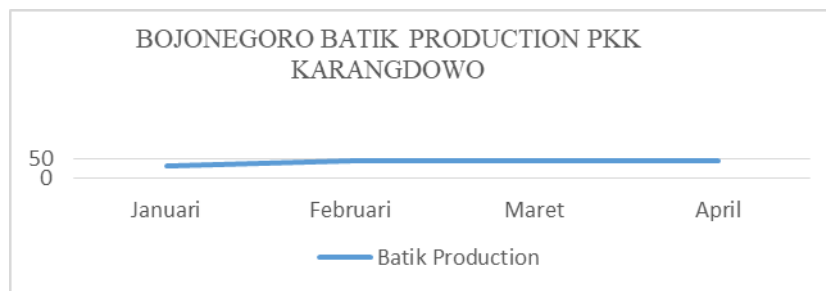
No	Description	Pre-test	Post-test
1	Not Skilled	50% (5)	0% (0)
2	Fairly Skilled	30% (3)	20% (2)
3	Very Skilled	20% (2)	80% (8)

Ability to Use Social Media The pre-test and post-test results show very significant improvement in the utilization of social media as a digital marketing tool. Table 3 indicates that in the pre-test, 50% of the participants were not skilled in utilizing social media for online marketing, 30% were fairly skilled, and 20% claimed to be very skilled. After the training (Post-test), the percentage of respondents who felt not skilled decreased to 0%, while fairly skilled increased to 20%, and very skilled increased to 80%.

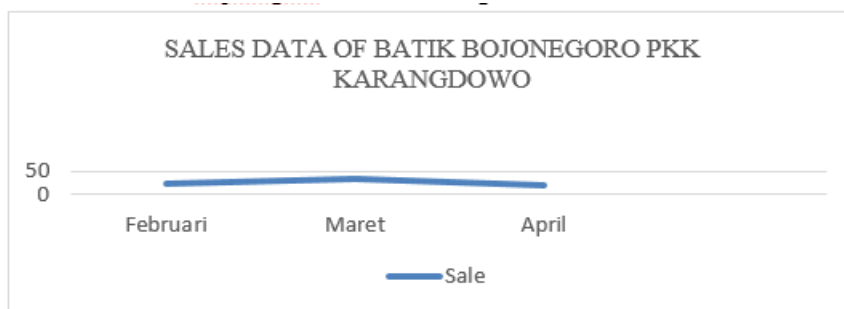
Table 4. Evaluation Results of Need for Self-development

No	Description	Pre-test	Post-test
1	Not Needed	0% (0)	0% (0)
2	Needed	50% (5)	0% (0)
3	Highly Needed	50% (5)	100% (10)

The pre-test and post-test show a significant difference in the awareness level of the need for self-development after the training. Before receiving the training, most respondents felt that they needed self-development (50%) and highly needed it (50%). None of the respondents felt that self-development was not needed (0%). After the training, there was a significant change, as none of the respondents felt that they didn't need self-development, and the majority of respondents now felt that they highly needed it (100%). Furthermore, to determine the effectiveness of digital marketing training in increasing sales for Batik MSMEs in PKK Karangdowo, which was conducted for one day, the writer included the potential of PKK Karangdowo MSMEs in producing batik, as this potential served as the basis for providing digital marketing training to PKK Karangdowo.

**Figure1. Bojonegoro batik production diagram**

Based on the results of the descriptive analysis above, Batik production data for January was 30 batiks, February 40 batiks, March 40 batiks, April 40 batiks, and May 40 batiks, In January, batik production was still low, because based on interviews conducted by the author, in January the employees were still not pro-ficient in producing written batik. Therefore, the sales of Batik from PKK Ka-rangdowo must be improved. While sales are still lacking, this is evidenced by the sales diagram for the last 3 months.

**Figure 2. Bojonegoro batik sales diagram for the last 3 months**

Based on sales data for the last 3 months, it can be seen that sales have in-creased and decreased, but sales are still less than the existing production. In February 24 batiks were sold, in March 33 batiks, and in April 19 batiks. One month after the digital marketing training and mentoring was held, it can be seen that the results of sales on social commerce for those who already have an account with UMKM Batik PKK

Karangdowo show a very significant increase in sales. The following is a diagram of May sales made after using social com-merce tiktok shop.

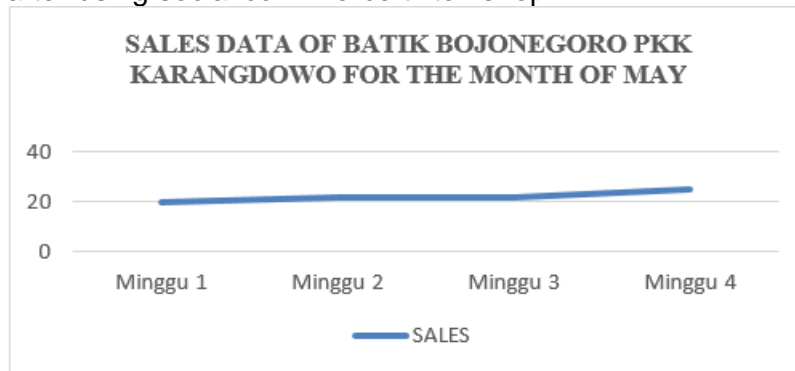


Figure 3. sales diagram for May after attending digital marketing training with social com-merce tiktok shoop

Based on the diagram above, the utilization of digital marketing supports busi-ness activities to increase the income of Micro, Small, and Medium Enterprises (UMKM) by marketing products and services (Abdurrahman et al., 2020). The use of digital marketing drives an increase in sales due to the growing exposure of the products being sold (Santoso et al., 2020).

CONCLUSION

Education and training in digital marketing play a crucial role in the success of Micro, Small, and Medium Enterprises (UMKM). To enhance the accessibility of education and training, policymakers and stakeholders should provide practical and easily accessible training programs and create an institutional environment that supports such initiatives. These steps can reduce poverty and stimulate over-all economic growth. The Android-based digital marketing training using the so-cial commerce platform was well received and positively responded to by the UMKM entrepreneurs of PKK Karangdowo. The implementation of digital mar-keting over approximately one month yielded favorable responses and satisfacto-ry results, as it significantly increased sales. It can be concluded that providing Android-based training led to a significant increase in sales, thereby improving the well-being of the UMKM entrepreneurs. Consistent with previous studies, digital marketing training can contribute to the economic prosperity of communi-ties in the future (Pranoto et al., 2019)..

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