Digital Marketing Education and Training Design for Micro, Small And Medium Enterprises (MSMEs) Entrepreneurs'

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Abstract

The rapid growth in the use of social media and platforms such as shopee, has created great opportunities to facilitate digital marketing for Micro, Small and Medium Enterprises (MSMEs). This research aims to design and implement an education and training program that specifically addresses the use of the shopee platform in an effort to facilitate digital marketing for MSMEs entrepreneurs. The research method used is a qualitative descriptive approach, which focuses on a thorough description of the implementation of education and training on the Shopee platform. Data was collected through observation and interviews, using literature studies and analysis of the needs of MSMEs related to digital marketing as a basis for developing education and training programs that suit these needs. The problem-based learning model education and training program has succeeded in providing an in-depth understanding of digital marketing strategies using the shopee platform to MSMEs, as well as increasing their skills and knowledge in utilizing it in a sustainable manner. The design of the Shopee platform education and training has proven to be an effective effort in facilitating digital marketing for MSMEs, helping to expand market reach and increase business competitiveness by optimizing the potential of social media and the Shopee platform.
Keywords: *Education and Training, Shopee Platform, Learning Model, Digital Marketing*

INTRODUCTION

Education is one of the efforts to improve the welfare of society. Education has an important role in the life of the nation and state by producing quality hu-man resources. Through education, a high level of competitiveness can be achieved (Badri & Yusendra, 2021). Education is basically a deliberate attempt to shape one's personality (Arifiyanti & Wulansari, 2022). Meanwhile (Rafiah & Kirana, 2019) explains that education is a plan to increase one's basic knowledge, including the growth of philosophical understanding and the ability to act.

Human resource standards can be increased through education to meet indus-try needs. Education provides the information, systematic problem-solving skills, and tenacity needed to achieve certain goals. Training can also improve the pro-fessional performance standards of students or educators. After getting instruc-tions, a person can be active in their daily life.

(Prihatini, 2022) states that training is the steps taken in a business plan to as-sist employees in obtaining job competence and shaping the character of workers in the company. Education and training are considered very important as the main tool to change one's mentality and thinking in carrying out important and difficult work. Training also has benefits such as increased performance and re-source capabilities at a low cost and flexibility in adjusting to needs. The training provided influences employee motivation through the acceptance and applica-tion of the knowledge gained.

(L. Chen & Zhu, 2021) explained that training is a task aimed at improving performance in a particular profession or related work. Training is a systematic process for developing the skills, information and behavior required by an organ-ization in carrying out its duties. Leaders play an important role in motivating employees to work well after receiving education and training

Therefore, the Design of Digital Marketing Education and training for Micro, Small and Medium Enterprises (MSMEs) is based on common problems that oc-cur in Human Resources (HR). In this growing world of companies, it is important for a product to be sold according to current trends through digital technology, especially digital marketing tricks. Using the shopee app has proven to be an efficient way to build online sales tactics and reach a wider target demographic.

Shopee is one of the most widely used platform sites, and has a number of fea-tures that allow MSMEs to advertise their goods and services in an attractive and dynamic way. The Shopee application is an e-commerce platform that is popular in Southeast Asia, including in Indonesia. This application allows users to buy and sell products online. The use of social media is the latest innovation in digital marketing. TikTok, Facebook, Twitter, Shopee, LinkedIn and other social media sites are becoming important places for businesses to build brands and promote products online. Digital technology is also enabling businesses to use analytics and data to increase the effectiveness of their marketing initiatives.

The purpose of this research is for MSMEs entrepreneurs to better understand consumer preferences and behavior in order to better target and implement mar-keting initiatives. Digital marketing often involves solving complex problems. One learning model that can be used to improve the marketing of MSMEs prod-ucts, namely problem based learning. In approach problem based learning, MSMEs entrepreneurs are faced with problems that require critical and creative thinking (Peterson, 1997). They will learn how to analyze problems, gather in-formation, identify effective solutions, and make sound decisions. There-fore,problem based learning helps develop problem-solving skills that are im-portant in digital marketing. Digital technology also enables MSMEs to create creative marketing initiatives that engage customers and capture their attention. However, with advances in digital technology, MSMEs entrepreneurs may face difficulties in managing and processing growing customer data. To overcome this difficulty, MSMEs need to improve their analytical

skills, protect customer data security, and increase understanding and skills in digital marketing, especially for young entrepreneurs, by utilizing digital technology such as mobile applica-tions, social media, websites and other digital platforms.

METHODS

This study uses a qualitative approach to design education and training for the Shopee platform application to facilitate digital marketing for MSMEs. This re-search is a type of descriptive research involving 8 respondents from a total of 15 MSMEs with a focus on a comprehensive description of the implementation of education and training on the Shopee platform application. In this study, the au-thors will design a requirement for the implementation of education and training for the Shopee platform application to facilitate digital marketing of MSMEs products. Data collection techniques used are observation and interviews. Quali-tative research aims to understand the phenomena experienced by research sub-jects, such as behavior, perceptions, motivations, or actions (Sharma et al., 2018). Meanwhile, the descriptive method, as described in (Rahmawati, 2021), is used to describe the condition of certain objects or events based on observable facts, followed by attempts to make general conclusions based on historical facts.

RESULTS AND DISCUSSIONS

Non-formal education, including training, is a form of education that provides flexibility and learning opportunities that can be adapted to the needs and schedules of participants (Khan, 2020). In carrying out learning, decisions must be taken to determine the time and place of learning so that it can be managed effectively (Key et al., 2019). This stage is the core of the training activities where instructors and course participants interact to achieve the desired goals. In the early stages of implementation, the preparation of training materials plays a very important role in ensuring the smooth running of the training. In the following, we present a design needs table to support education and training for the Shopee application which aims to facilitate digital marketing for MSMEs entrepreneurs:

Table 1. Table of design needs designed to support education and shopee app training with the aim of facilitating digital marketing for MSMEs

No.	Need	Description
1	Educational Materials	Provides comprehensive educational material about the Shopee app, including key features, store setup, promotions, product management and marketing strategy
2	Practical Training	Conduct hands-on training sessions that enable participants to learn firsthand how to use the Shopee application in various scenarios, such as uploading products, handling orders, tracking shipments, and managing inventory.
3	Market Research for MSMEs	Provide knowledge about market research to help MSMEs players understand trends, customer needs, and competition on the Shopee platform
4	Marketing strategy	Discuss effective marketing strategies to promote MSMEs products in the Shopee application, including sales promotion, use of paid advertisements, and cooperation with influencers

5	Financial management	Provides an understanding of basic financial management that is relevant to running a business on the Shopee application, such as payment management, profit and loss calculations, and analysis of sales performance
6	Customer service	Teaches how to provide great customer service through the Shopee platform, including handling complaints, responding to customer inquiries, and ensuring customer satisfaction
7	Data analysis	Teaches how to use data analysis features on the Shopee platform to track sales performance, identify growth opportunities, and understand product trends
8	Provision of Supporting Materials	Provide supporting materials in the form of video tutorials, practical guides, and online references that participants can access after the training is finished to strengthen knowledge
9	Evaluation and Feedback	Evaluate the training that has been completed and ask for feedback from participants to improve the effectiveness and quality of the education program.
10	Post-Training Assistance	Provide post-training support which includes individual or group consultation sessions, online discussion forums, and technical assistance to help MSMEs entrepreneurs overcome post-training challenges

The design needs table above was compiled with the aim of supporting education and training for the Shopee application so that it can facilitate digital marketing for MSMEs players. The table above covers various important needs that must be considered in implementing an education and training program. By taking into account the above needs, it is hoped that MSMEs entrepreneurs will acquire the necessary knowledge and skills to successfully utilize the Shopee application as an effective digital marketing tool.

Furthermore, data from MSMEs entrepreneurs will also be presented which will be a sampling of digital marketing developments through the shopee platform. The data of the MSMEs entrepreneurs involved are as follows

Table 2. Table of MSMEs entrepreneurs data

No.	Manager Name	Shopee Sales Account	
		Have	Don't have
1	Sabrianto	√	
2	Muhadi	√	
3	M.. Mujianto	√	
4	Aris Wijaya	√	
5	Roni	√	

6	Bambang	√
7	Rinto Hadi Purwoko	√
8	Jayik Riyadi	√

Meanwhile, what is no less important is the approach to *problem based learning.* Learning model *problem based learning* has strong relevance in the design of digital marketing education and training for MSMEs because it allows them to learn directly through real situations related to digital marketing. By dealing with relevant problems, MSMEs can develop understanding and practical skills that can be applied directly in their business (Perkins et al., 2001). This approach also increases the engagement and learning motivation of MSMEs entrepreneurs, develops problem-solving skills that are important in digital marketing, and encourages collaboration and effective communication in the context of digital marketing. The following is a table that contains the steps taken in the problem based learning model:

Table 3. Table of steps for the problem based learning educational model to improve the digital marketing of MSMEs entrepreneurs

No.	The steps	Description
1	Identification of problems	Identify problems that are relevant to the context of digital marketing for MSMEs entrepreneurs. For example, problems could relate to difficulties understanding online consumer behavior, the use of digital platforms such as Shopee, or effective marketing strategies
2	Formation Group	Formation of a small group of MSMEs entrepreneurs who will work together in solving the problem. Groups can consist of trainees who have varying levels of expertise and experience
3	Problem analysis	MSMEs entrepreneurs carry out an in-depth analysis of the problems that have been identified. They gather information, analyze market data, study industry trends, and identify existing bottlenecks
4	Solution Search	Trainees develop creative and effective solutions to the problems at hand. They can use the digital marketing knowledge and skills they have learned to design the right marketing strategy, make better use of digital platforms, or deal with challenges as they arise.

5	Solution Implementation	MSMEs entrepreneurs implement solutions that have been designed in practice. They use digital platforms, such as Shopee, to carry out marketing strategies that have been designed
6	Reflection and Evaluation	After implementing the solution, MSMES entrepreneurs reflect on their experiences and evaluate the results achieved. They identify what is working and what needs to be improved or improved in their digital marketing strategy
7	Learning Collaborative	During the training process, participants can share knowledge, experiences, and ideas with other group members. They can also consult training facilitators or digital marketing experts for constructive feedback and suggestions
8	Theory Integration and Practice	In the problem based learning approach, digital marketing theories and concepts are integrated with hands-on practice. MSMEs entrepreneurs learn and apply digital marketing concepts in real contexts, thereby strengthening their understanding

In the context of digital marketing education and training for MSMEs, a problem based learning approach can be applied to provide a better understanding and facilitate the application of digital marketing concepts (Zwaal, 2019). This approach allows participants to learn actively through solving real problems relevant to the field of digital marketing.

Based on the design needs analysis data in implementing the education and training of the shopee application to facilitate digital marketing for MSMEs in table 1, it can be seen that there is a positive relationship between training efforts and the success of micro business entrepreneurs. The level of innovation of MSMES entrepreneurs is higher, as well as achieving better overall results. Table 2 data shows that all MSMEs entrepreneurs do not have a sales account in the shopee application so that access to sales of MSMEs entrepreneurs products has not been able to experience an increase in sales. On the basis of this data, the authors conducted research so that MSMEs entrepreneurs could register accounts on the shopee platform so that the sales turnover of MSMEs products increased.

It was also found that with the steps of the problem-based learning model approach, the design of education and training for MSMEs entrepreneurs using the shopee application can encourage problem solving and active learning (table 3). In addition, education and training design programs using problem-based learning models through the introduction and training of the Shopee application to facilitate digital marketing, have a significant influence on the success of MSMEs entrepreneurs, especially when the design is adapted to specific training needs and contexts and is able to keep up with developments. world of marketing.

Previous research conducted by (H. Chen et al., 2020) showed that higher education has an important role in supporting the business operations of micro-enterprises in the growing apparel manufacturing sector. This finding is also supported by other related studies. According to the research, owners of growing micro-enterprises need ongoing general business support as well as specific support in areas relevant to their industry. Collaborations between higher education institutions and business start-ups can provide that assistance.

Research by (Norhikmah Sya Baniah & Richart Singal, 2021) reveals how graduates from non-formal adult education and training facilities are encouraged and provided with the tools they need to start their own micro-enterprises, both individually and in groups. The study found that the main fentrepreneurs driving this were the "learn by doing" style of training and the formation of entrepreneurial groups during the program. In this context, higher education and training can play an important role in building the capabilities of small industries, thereby helping to increase their access to capital and business management.

In the educational context of the Shopee application for digital marketing, the training material provided is very relevant to the needs of MSMEs. MSMEs entrepreneurs often have limited resources and may not have an in-depth understanding of digital marketing. Therefore, choosing a problem-based learning model and training materials that include a basic understanding of the Shopee application, digital marketing strategies, and creating attractive sales accounts at Shopee are very important. With a solid understanding of the shopee app, MSMEs entrepreneurs can take full advantage of digital marketing potential, reach a wider audience, and strengthen their brand online.

The level of understanding of MSMEs entrepreneurs regarding digital marketing may vary. Therefore, it is important to develop learning models and training materials that can meet these diverse needs. Good learning models and training materials will be able to accommodate different levels of understanding, from beginners to advanced levels (Yacub & Mustajab, 2020). With this learning model approach, training can provide significant benefits to all MSMES entrepreneurs, strengthen their knowledge base about the shopee application and help them move to the next level in digital marketing.

CONCLUSION

This research shows that education has an important role in improving peo-ple's welfare and producing quality human resources. Education can increase competitiveness and is a deliberate attempt to shape one's personality. Education can also support the business operations of microenterprises by raising human resource standards. In the context of MSMEs entrepreneurs, designing education and training for the Shopee application to facilitate digital marketing is an im-portant step in improving their marketing capabilities. In education and training, the material provided must be relevant to the needs of MSMEs which often have limited resources and limited understanding of digital marketing. The use of problem based learning models in education and training can improve problem solving and active learning, thus helping MSMEs entrepreneurs in developing practical digital marketing skills. Through appropriate education and training, MSMEs can acquire the necessary knowledge and skills to effectively utilize the Shopee app as a digital marketing tool. It is important to develop education and training designs that meet the needs of various MSMEs entrepreneurs and ensure integration between theory and practice in the context of digital marketing. Thus, education and training can provide significant benefits, including increased in-novation, achievement of better results, and increased ability to manage and pro-cess customer data. By using a problem-based learning approach, MSMEs are faced with real situations that are relevant to digital marketing, so that they

can develop understanding and skills that can be applied in their business. With an appropriate education and training design, MSMEs entrepreneurs can gain significant benefits in improving their digital marketing capabilities. The application of the problem-based learning approach and the use of the Shopee application in education and training are important fentrepreneurs in achieving this goal.

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