



EMPOWERMENT OF PROMOTION STRATEGIES OF UMKM BUMG AMAL BAKERY THROUGH DIGITAL MEDIA IN GAMPONG COT GIREK KANDANG, MUARA DUA DISTRICT, LHKSEUMAWE CITY

Yusnidar¹, Ismuhadi², Muhammad Multazam³, Ayu Anora⁴

Universitas Bumi Persada^{1,2,3,4}

*Correspondence: yuninidar56199@gmail.com

Abstract

Digital media is the right way to open up opportunities to promote MSME products. Gampong Cot Girek Kandang, precisely in the Muara Dua sub-district of Lhokseumawe City, is one of the areas that has the MSME product Amal Bakery owned by the Village-Owned Enterprise (BUMG). This product is extraordinary if promoted outside the region, but the digital media facilities are inadequate. In fact, digital media is easy to apply for its users. Therefore, the purpose of this PKM is to empower the promotion strategy of amal bakery through digital media for the community via Facebook, Instagram, TikTok and Shoppe. Community service is carried out as a series of work programs. The technique of participatory assessment results for MSME actors, then a work plan is built to promote together. Based on the results of the empowerment carried out, it can be concluded that it is important for each village to have existing digital media, so that if they have implemented products that can increase the community's economy, then through empowering the promotion strategy through digital media everything will be easy.

Keywords: Empowerment, Strategy, Promotion, Digital Media

INTRODUCTION

The role of Micro, Small and Medium Enterprises (MSMEs) as a very large economic driver because the business world in Indonesia is currently still dominated by MSMEs. Thus, it is necessary to strengthen or empower MSMEs so that they can develop further and be able to support the stability of the national economy. Empowering MSMEs is a strategic step to increase productivity and advance and develop the MSME sector itself.

In today's digital era, marketing management has undergone many changes that allow companies to survive and adapt to increasingly competitive market conditions and with the advent of the internet in the early 1990s, digital technology began to influence the way businesses do marketing and online marketing began to develop, with email marketing becoming one of the popular methods. Along with the development of social media technology in the 2000, Facebook and Twitter, TikTok, YouTube began to emerge and greatly influenced marketing strategies because marketing on social media became very important.

In late 2020, with the emergence of technological developments such as artificial intelligence (AI) and machine learning, digital marketing management began to use more sophisticated analytical data to understand consumer behavior and adjust marketing strategies therefore, At this time, The use of mobile technology and mobile applications has expanded the reach of digital marketing. Mobile marketing and automated content accelerate the delivery of information to consumers

So, digital marketing is a form of marketing strategy that is carried out to promote a product so that it can reach consumers quickly and on time. In fact, in today's era, many buying and selling transactions have used digital marketing, because they feel it is easier for both consumers and sellers themselves. Sellers can reach a wider market and consumers can compare prices between

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one seller and another. SMEs that have online access that are already involved in social media, and develop their ecommerce capabilities will have the opportunity to enjoy significant business benefits in terms of income, employment opportunities, innovation, and competitiveness. Digital marketing strategy is a series of plans and actions designed to promote products or services using various digital platforms. By utilizing social media platforms such as Facebook, Tiktok, Instagram, Youtube and various other online channels, SMEs have the opportunity to reach a wider market and strengthen their brand to interact with potential customers, build communities and promote products or services because digital marketing is one of the most effective tools in increasing product visibility and sales, including for SMEs.

Gampong Cot Girek Kandang, Muara Dua District, Lhokseumawe City, in addition to livestock farming, farming, especially farming and gardening, also has a BUMG Amal Production UMKM, namely Amal Bakery. Looking at the production aspect, it has been very good and consistent. So, the opportunity to develop wider marketing for this product is something that needs to be focused on.

This marketing development is highly anticipated by the people of Gampong Cot Girek Kandang. However, this is not an easy thing considering that the current marketing that is considered effective is via digital. While the community's ability is very limited for this. On this basis, with the support of the geuchik and other village devices, it was agreed that the focus of assistance in this service is the Empowerment strategy for promotional strategies through digital media. This is done to increase the village economy, so that the economic actors of Gampong Cot Girek Kandang, especially the Village-Owned Enterprises (BUMG) or commonly called BUMG, can collaborate with the village community, in terms of developing marketing management through "Market Place and Digital marketing and social media provide opportunities for BUMG businesses to attract new customers and reach existing customers more efficiently.

LITERATURE REVIEW

Empowerment of People's Economy

Empowerment is a translation of empowerment, while empowering is a translation of empower. According to Merriam Webster and the Oxford English Dictionary, the word empower has two meanings, namely: (1) to give power or authority to or to give power, to transfer power or delegate authority to another party; (2) to give ability to or enable or an effort to give ability or empowerment (Hutomo, 2000). The concept of empowerment began to become a development discourse, when people began to question the meaning of development. In Europe, the discourse of empowerment emerged when industrialization created a society of rulers of production factors and a society of workers who were ruled. In developing countries, the discourse of empowerment emerged when development caused social disinteraction, economic disparities, degradation of natural resources, and alienation of society from production factors by the rulers.

Community empowerment is an effort to provide power (empowerment) or strengthening (strengthening) to the community. Community empowerment is also defined as the ability of individuals who are united with the community in building the empowerment of the community concerned so that it aims to find new alternatives in community development (Mardikanto, 2014). According to Fahrudin (2012), community empowerment is an effort to enable and make the community independent which is carried out with the following efforts: 1) Enabling, namely creating an atmosphere or climate that allows the potential of the community to develop. The starting point is the recognition that every human being, every society has potential that can be developed. Empowerment is an effort to build that power by encouraging, motivating and raising awareness of the potential they have and trying to develop it. 2) Empowering, namely increasing capacity by strengthening the potential or power possessed by the community. This strengthening includes real steps such as providing various inputs and opening access to various opportunities



that can make the community more empowered. 3) Protecting, which is protecting interests by developing a protection system for the community that is the subject of development. In the empowerment process, the weak must be prevented from becoming weaker, due to their lack of power in facing the strong. Protecting in this case is seen as an effort to prevent unbalanced competition and exploitation of the strong over the weak. According to Priyono (2004), community empowerment is a concept of economic development that encapsulates social values. In that framework, efforts to empower the community can be seen from three sides:

First, creating an atmosphere or climate that allows the potential of society to develop (enabling). Here the starting point is the recognition that every human being, every society, has potential that can be developed. This means that there is no society that is completely powerless, because, if so, it would have been extinct. Empowerment is an effort to build by encouraging, motivating and raising awareness of the potential it has and trying to develop it.

Second, strengthening the potential or power possessed by the community (empowering). In this context, more positive steps are needed, apart from just creating a climate and atmosphere. This strengthening includes real steps, and concerns the provision of various inputs, as well as opening access to various opportunities that will make the community more empowered.

Third, empowering also means protecting. In the empowerment process, the weak must be prevented from becoming weaker, due to their lack of power in facing the strong. Therefore, protection and siding with the weak are very fundamental in the concept of community empowerment. Protecting does not mean isolating or covering up from interaction. Protecting must be seen as an effort to prevent unbalanced competition, as well as exploitation of the strong over the weak. Community empowerment does not make the community increasingly dependent on various charity programs because basically everything that is enjoyed must be produced through one's own efforts (the results of which can be exchanged with other parties).

Thus, the ultimate goal is to make the community independent, empower, and build the ability to advance towards a better life continuously. Empowering the people's economy is the responsibility of the government. However, it is also the responsibility of the community, especially those who are more advanced, because they have previously obtained opportunities and perhaps even facilities that other community groups do not receive.

Digital Marketing

The term digital marketing has evolved from its initial marketing activities of goods and services using digital channels to a broader understanding of the process of acquiring consumers, building consumer preferences, promoting brands, maintaining consumers, and increasing sales. Digital marketing is a new approach to marketing, not just traditional marketing driven by digital elements. Digital marketing has its own characteristics and dynamics, which must be understood in order to choose effective marketing tactics and strategies. The definition of digital marketing according to the American Marketing Association (AMA) is activities, institutions, and processes facilitated by digital technology in creating, communicating, and delivering values to consumers and other stakeholders (Kannan and Hongshuang in Purwana, 2017).

Sawicky defines digital marketing as the exploitation of digital technology used to create a channel to reach potential recipients to achieve company goals through more effective fulfillment of consumer needs. Digital marketing is also defined as marketing activities that use internet-based media (Purwana, 2017). It can be concluded that Digital Marketing is a marketing activity process (creating, communicating, delivering, and exchanging) product goods and services using internet-based technology facilities. Internet is a must, just like we eat where every time and wherever the place we will treat the internet as an obligation. The internet is a tool that is quite influential for business. Roger in Rahardjo (2011) revealed the characteristics of the internet as follows: 1) Interactivity, the ability of technological devices to facilitate communication between individuals

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such as face-to-face meetings. Communication is very interactive so that participants can communicate more accurately, effectively, and satisfactorily. 2) Demassification, messages can be exchanged to participants involved in large numbers. 3) Asynchronous, communication technology has the ability to send and receive messages at the time desired by each participant.

Zhu and Chen in Purwana (2017) divide social media into two groups according to the basic nature of connections and interactions: 1) Profile-based, namely social media based on profiles that focus on individual members. This group of social media encourages connections that occur because individuals are interested in the users of the social media (eg Facebook, Twitter, WhatsApp). 2) Content-based, namely social media that focuses on content, discussions, and comments on the content displayed. The main goal is to connect individuals with content provided by a particular profile because the individual likes it (eg Youtube, Instagram, Pinterest).

Elena said that electronic media is not just a trend, but a revolutionary approach in business concepts. Some factors that strengthen digital marketing are that digital business takes place 24 hours, wherever potential customers can access and make orders, continuously increasing the number of potential customers automatically. Another convenience for consumers to switch to online shopping is that it is easy to switch or compare from one seller to another. Conversely, producers can inform at the same time by sending information to potential customers or loyal customers about new products or promotional products (Sarhini, 2017). Social media has opened the door for business people to communicate with millions of people about their products and has created new marketing opportunities.

METHOD

This study uses a qualitative method with a literature review. A literature review is a written summary of various articles, journals, books and other documents that describe the state of knowledge in the past and present about a hat. This study was conducted through a series of qualitative interviews with MSME actors in the Empowerment of digital promotion strategies carried out to promote MSMEs UMKM BUMG Amal Bakery in the village of Cot Girek Kandang.

RESULTS AND DISCUSSION

Contents Results and Discussion

Research on scientific article on Empowerment of digital marketing strategy to increase sales of UMKM BUMG Amal Bakery Cot Girek Kandang village to show some important findings. Research conducted using qualitative methods shows that UMKM that implement digital marketing get higher sales In the era of industrial revolution 4.0.

The development of internet technology has changed the basic rules of marketing from traditional to digital marketing. The internet provides new opportunities for MSMEs to market their products more effectively. Marketing strategies in the digital era are not only aimed at achieving sales targets, but also increasing awareness and branding of the business itself. One effective digital marketing communication strategy is through the use of social media networks. Research shows that socio-psychological factors and credibility.

In this study, through E-commerce, sales of Roti amal and UMKM BUMG actors can increase. Thus, this study shows that Empowerment of digital marketing strategies has a positive influence on UMKM sales. By implementing effective digital marketing strategies, UMKM can increase their sales and expand market reach.

Challenges and Opportunities for MSMEs

Although digital marketing offers many opportunities for UMKM BUMG Amal Bakery, they also face several challenges. These challenges include limited resources, lack of knowledge about digital technology, and stiff competition with large companies.



Figure 1. BUMG AMAL Production Products

Digital Marketing Strategy for MSMEs

Digital marketing strategies help MSMEs reduce costs in promoting and minimize the use of physical promotional materials such as brochures, banners, and pamphlets. After understanding the definition and function of marketing strategies, MSME actors BUMG Amal Bakery must have understood why marketing strategies are needed by every business and enterprise. Because of its nature which contains tactics or effective ways to market a product/service, the preparation and implementation of marketing strategies must be adjusted to the current situation.



Figure 2. Documentation of all PKM members

Use of Social Media

Utilizing various social media platforms to interact with potential customers, promote charity bakeries or services, and can build or help increase brand awareness and generate sales.

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Figure 3. Social Media User Documentation

Contents of Discussion Results

Empowerment Promotion strategies have a very important role in the success of UMKM BUMG amal bakery, especially in an increasingly competitive and rapidly changing business environment like today.

1. Empowerment Promotion strategies help introduce products or services to potential customers. Through various marketing channels such as advertising, social media, or content campaigns, businesses can increase customer awareness of what they offer.
2. The business environment is always changing, and an effective promotional strategy allows businesses to adapt to those changes. By following industry trends, analyzing competitors, and listening to customer feedback, businesses can stay relevant and competitive.



3. A good promotional strategy is not only about selling products or services, but also about building long-term relationships with customers. Through useful content, engaging interactions on social media, or responsive customer service, businesses can strengthen relationships with their customers.
4. Promotion strategies allow UMKM BUMG Amal Bakery to understand their customers better, whether through market research, data analysis, or direct interaction. With a better understanding of customer needs and preferences, businesses can design more effective campaigns to reach them.

CLOSING

Conclusion

Based on the analysis above, it is concluded that promotion through digital marketing allows buyers to obtain all information about products and transact via the internet, and allows sellers to monitor and provide the needs and desires of prospective buyers without time and geographical limitations. The use of digital technology-based marketing concepts is a hope for UMKM BUMG Amal Bakery to develop into a center of economic power. The concept of digital marketing is also very suitable for application in the current era because in this way UMKM-based sellers and buyers do not need to meet face to face to transact

So, by implementing the right and consistent digital promotion strategy, UMKM BUMG Amal Bakery can increase their sales, expand market share, and build long-term success for their business.

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