

## EMPOWERING MSMEs THROUGH THE USE OF DIGITAL MARKETING IN IMPROVING HALAL PRODUCTS AND TOURISM IN THE CITY OF LHOKSEUMAWE

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### Abstract

Souvenir business is a business that has been running in Lhokseumawe City from several decades back, tourist interest in merchandise and souvenirs when visiting Aceh province, especially Lhokseumawe city is a special attraction when shopping. This city is a vital route of distribution and trade in Aceh. But this has not been supported using technology in the development of digital marketing management. The solution to partner problems is by fostering business management, developing human resources, conducting coaching regarding the promotion of partner products, motivating employees and mastering technology. The outputs in this service for the year are: 1. Draft Scientific Publications in the Journal of Community Service Darma Bakti Teuku Umar 2. Serambi Indonesia Mass Media Articles 3. Increasing Partner Capabilities by Optimizing Digital Marketing.

**Keywords:** *Digital Marketing, MSMEs, Products, Halal Tourism*

## INTRODUCTION

### 1.1 Situation Analysis

The city of Lhokseumawe is a city in the province of Aceh, this city is located right in the middle of the eastern route of Sumatra. Located between Banda Aceh and Medan, so this city is a vital route of distribution and trade in Aceh. Lhokseumawe City, with a height of 2-24 meters above sea level has an area of 181.06 Km<sup>2</sup> which is divided into 4 sub-districts, namely Blang Mangat District with an area of 56.12 Km<sup>2</sup>, Muara Dua District with an area of 57.80 Km<sup>2</sup>, Muara Satu District with an area of 57.80 Km<sup>2</sup>. area of 55.90 Km<sup>2</sup> and Banda Sakti District with an area of 11.24 Km<sup>2</sup>. These four sub-districts consist of 9 settlements and 68 villages/gampongs. The location of the service which is a Shophouse owned by Putroe Aceh Souvenir is in Banda Sakti District, Simpang Empat District, Jl. Merdeka Barat No. 18 which is the center of the city when viewed in terms of population density and buildings. The journey from the Bukit Indah campus of the

Malikussaleh University to Ruko Putroe Aceh is around 13 km from Lhokseumawe with a travel time of 25 minutes by car. So, it is very easy to do Community Partnership service. In general, the service locations have a very varied population and population heterogeneity. Due to the city of Lhokseumawe as a midpoint for tourists who are traveling to Banda Aceh or Medan, so it becomes a stopover place to buy typical Aceh souvenirs when stopping to rest in Lhokseumawe city.

## 1.2 Partner Problems

The Putroe Aceh Souvenir shop has 5 workers with changing working hours, the service at this shop is still selling goods normally, from the confession of a worker named Adi only a few customers shop through the contact number of the WhatsApp application, and even then for those who have been several times shop at the store.

When our team made initial observations to the store they were still confused about the online marketing system, because the workers were used to selling traditionally so they were at a safe point by doing such work, as for the merchandise also did not show any significant demand, especially during this pandemic period, there is quite a lack of public interest in buying souvenirs, this is also because the space for traveling and going home on several religious holidays during the pandemic is very limited. Because the Putroe Aceh Souvenir Shop as a micro, small, and medium business is affected by the ongoing pandemic, in order to overcome these problems, it is necessary to empower the selling power of the MSMEs through a community service program organized by Malikussaleh University through the use of digital marketing in improving products and halal tourism in the city of Lhokseumawe.

Before this proposal is made, an initial survey and interviews are conducted to find out the condition of partners and what things need to be improved or done to empower partner businesses. The theoretical and practical training is an activity proposed by the partner and is planned to be carried out at the partner's place.

The problems that partners are currently facing are:

- a. Sales are not optimal because the marketing system applied is still very simple.
- b. Partners cannot sell online because of the lack of knowledge in digital marketing.
- c. Partners still have minimal knowledge in boosting on social media related to merchandise or souvenir products.

- d. Partners still do not understand about the distribution of profits from the services of entrusted goods which are traded in their stores according to Islamic economic law.
- e. Partners do not understand about product halal certification flow education.
- f. Partners are invited to get to know more about making good business books that are digital and easy to store in a cloud computing system.

### 1.3 Activity Objectives and Benefits

The purpose of this activity is to promote and prosper MSMEs in Lhokseumawe, especially by increasing the sales of each MSME based on digital marketing.

### 1.4 Solution

The solutions to be taken for the problems faced by partners are as follows

- a. Increase partner production by providing a wider online sales place for marketing prospects.
- b. Partners will be given education related to digital marketing, what influencers are, digital advertising, and related to user experience (UX) in big data science.
- c. Partners will be given knowledge in terms of halal-certified products and permission from the ministry of health in implementing a green economy.
- d. Partners will be helped to teach and create several social media to market products digitally.
- e. Partners will be given teaching and training on how to work well in Islamic economics.
- f. With teaching, training and practice, partners are expected to know the financial position of their business and make it easier for partners to make business decisions.
- g. Partners will be engaged in partnering with other stakeholders, both government and private, in order to build networks and strengthen them to become more independent household businesses so that sustainability will be created in the face of competition.

## METHOD

### 2.1 Implementation Method

#### Program Implementation Plan:

##### 1. Implementation Methods in the Field of Marketing

- a. Coordinate with partners for the process of using the online market and its future marketing prospects.

- b. Teach partners to seek insights related to digital marketing, influencers on social media, user experience (UX) on data scientist systems.
- c. Providing accurate tricks in boosting digital marketing and increasing marketing through digital advertising.

## 2. Implementation Methods in the Field of Business Management

- a. Coordinate with partners by sharing knowledge in terms of halal-certified products and permits from the ministry of health in implementing a green economy.
- b. Monitoring and evaluating the implementation of community service programs
- c. Partners will be given teaching and training on how to work well in Islamic economics.

## 3. Implementation Methods in the Field of Application Use

- a. Partners will be taught and made several social media to market products digitally.
- b. Partners are trained to be able to operate applications related to product updates and maintain stock of goods online.
- c. Partners are taught to see future product opportunities that are most in demand by buyers and predict several surges in demand for goods according to seasons and long holidays with a user experience (UX) system.

### 2.2 Approach Method

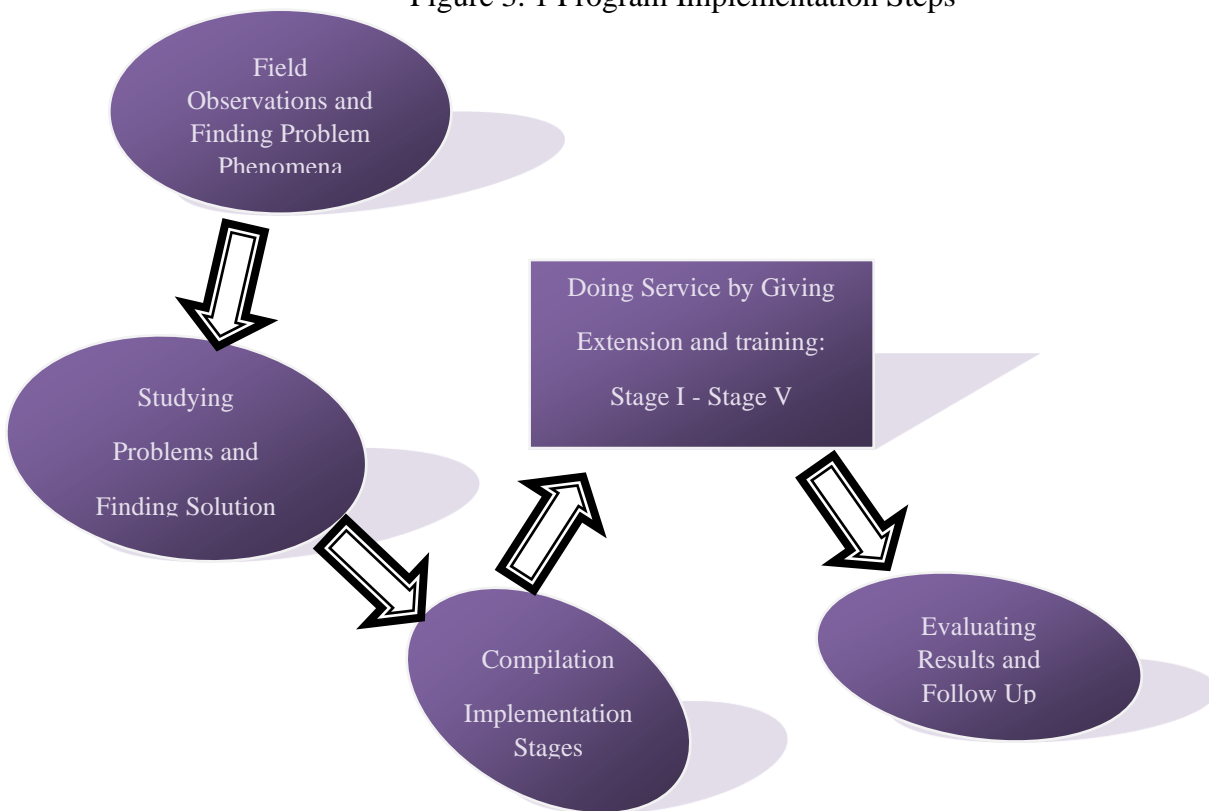
Approach methods to support the realization of the solutions offered, then first conduct initial observations in the field by approaching through social observations and finding problem phenomena. After observation and socialization, an assessment of the problem is carried out and find solutions to be offered, then prioritize the implementation stages and then carry out service by providing counseling and training. The last is to evaluate the results by re-observing the improvement of the welfare capacity of the MSME Marketing Business Management Putroe Aceh Souvenir Shop.

This community service activity plan will be implemented as follows:

- a. Preparation of theoretical and practical teaching training
- b. Android or Apple Smartphone Application Development
- c. Application of partner knowledge to insight into the application of the Islamic economic system in entrepreneurship.

The approach method The steps for implementing the program needed to overcome the problem are as follows and so on.

Figure 3. 1 Program Implementation Steps



## RESULTS

### 3.1 Conclusion

From the results of this report, that community service activities regarding digitalization of marketing for MSMEs in the city of Lhokseumawe with the object of service, namely the Putroe Aceh Souvenir shop, went well. The establishment of cooperation between 2 parties, the creation of applications and their implementation in accordance with Islamic Shari'a which is a plan for implementing activities has been carried out well.

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