



Journal of Human And Education

Volume 4, No. 3, Tahun 2024, pp 265-270

E- ISSN 2807- 4238, P-ISSN 2807-4246

Website: <https://jahe.or.id/index.php/jahe/index>

Optimizing Digital-Based Home Industry in Improving Digital Business in Rural Communities

Nova Ch. Mamuaya¹, Abdullah Ardi², Anak Agung Ngurah Gunawan³, Ramadhani Kirana Putra⁴, Afni Yeni⁵

Universitas Negeri Manado, Indonesia¹ Politeknik Hasnur, Indonesia² Universitas Udayana, Indonesia³ Universitas Maha Putra Muhammad Yamin, Indonesia⁴ Universitas Maha Putra Muhammad Yamin, Indonesia⁵

Email: novachmamuaya@unima.ac.id^{1*}

Abstract

Technological advances that are increasingly sophisticated in this modern era are one of the innovations resulting from the rapid development of technology, namely online sales or digital business. Digital Business is a training program to improve sales innovation competency aimed at company players who intend to operate on a Micro, Small and Medium Enterprise (MSME) scale or village residents who have not yet or have done so. The current development of information and digital technology has had a significant impact on various aspects of life, including the world of business and marketing. Digital transformation has influenced the way society interacts, communicates and accesses information. In the context of the development of home-based businesses in villages, the use of digital business technology is becoming increasingly relevant and important for expanding markets and increasing the competitiveness of the products and services produced. The main aim of these applications is to engage village communities. In business, people's participation can generate profits, one of which is through digital marketing. Social media is considered to have the ability to directly reach customers, because they are cheap and do not require special skills to start a business. The Community Service Team is motivated to inform other people about the use of information and communication technology because village residents do not understand what digital marketing is. The results of the community service program for villagers in the Tanjung Batu Village area, Wanea District, Manado City, North Sulawesi, had a positive impact on those who participated. This is proven by increases in knowledge, skills and product quality, number, type and turnover, management capabilities, profits and the number of new entrepreneurs.

Keyword : *Digital Business, Home Industry, Community Service, Digital Marketing*

INTRODUCTION

Technological developments are very rapid in the modern era like now, especially information technology, so it has a big influence on changes in people's daily lives, including the business and economic sectors. Information technology has a big influence on home industry businesses, one of which is digital product marketing to expand the market. The use of the internet has brought changes in people's lifestyles which have shifted from conventional transactions to digital (online) transactions, therefore both buyers and sellers must master and understand digital business technology. In digital business transactions, products marketed by sellers must be able to compete both in terms of price and product quality and must be managed

effectively and efficiently so that the business being run is able to compete in the market and gain profits (Irwanto, *et. al.*, 2022).

Social media is a group of internet-based applications that create an ideology that allows people to create and share the content they create. Social media can help small businesses and home industries market their goods. Social media applications, such as instant messaging and social networking sites, allow users to interact, connect, and communicate with each other. These applications aim to collect and disseminate online information about consumers' experiences when consuming certain goods or brands (Khasbulloh, *et. al.*, 2024).

Digital Marketing Strategy influences the competitive advantage of MSMEs in marketing their products by up to 78%. The strategy consists of: Availability of information and guidance about products and products, Availability of images such as photos or product illustrations, Availability of videos that can demonstrate products or show supporting presentations, Availability of document attachments and documents containing information in various formats, Availability of online communication with entrepreneurs , Availability of transaction tools and various payment methods, and Availability of assistance and services (Suwandi, *et. al.*, 2023). On the other hand, according to Syukri *et. al.* (2022) several advantages of using digital marketing, as follows: Targets can be adjusted to demographics, place of residence, lifestyle, and even habits, Results are visible quickly so marketers can correct or change if something is not suitable, Costs are much lower than other marketing methods conventional, Wider reach because there are no geographical restrictions, Can be accessed anytime and anywhere, and Results can be measured.

According to Desrizal, *et. al.* (2023) Digital marketing is a technological development that cannot be avoided in the current era of globalization and technological progress. Almost all lines of life have adopted the digital world. The digital world is predicted to become a crucial point for all human activities, including business activities. Several indicators that can be used currently include the increase in digital advertising spending, the growth in smartphone ownership which provides easy internet access, improvements to telecommunications infrastructure in order to increase the quality of data access, and the launch of 4G services. According to Facebook data, 74% of internet users in Indonesia use mobile devices. The rapid development of technology, the digital world and the internet of course also has an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and make transactions via the internet (Hotimah, *et. al.*, 2023).

Digital marketing is promotional activities and market search through online digital media by utilizing various means such as social networks. Cyberspace is now no longer only able to connect people with devices, but also people with other people throughout the world. Digital marketing, which usually consists of interactive and integrated marketing, facilitates interaction between producers, market intermediaries and potential consumers. On the one hand, digital marketing makes it easier for business people to monitor and provide all the needs and desires of potential consumers, on the other hand, potential consumers can also search for and obtain product information just by browsing cyberspace, making the search process easier. Buyers are now increasingly independent in making purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without any geographical or time limitations (Sulaksono, *et. al.*, 2020).

Social media platforms such as Facebook, TikTok, Shopee, Tokopedia, Lazada, and others which have certain characteristics that provide opportunities for business people to market or offer goods/services digitally are social media platforms that are currently used for digital market activities. Meanwhile, pursuing economic development is one of the highest priorities and fundamental goals in every country, especially in Indonesia, where the majority of consumers shop online. MSMEs are also innovative companies because they do not have to meet certain criteria, including education or employment standards (Mahfudhoh, *et. al.*, 2024).

The current development of information and digital technology has had a significant impact on various aspects of life, including the world of business and marketing. Digital transformation has influenced the way society interacts, communicates and accesses information.

In the context of the development of home-based businesses in villages, the use of digital marketing technology is becoming increasingly relevant and important for expanding markets and increasing the competitiveness of products and services produced (Yansi, *et. al.*, 2023).

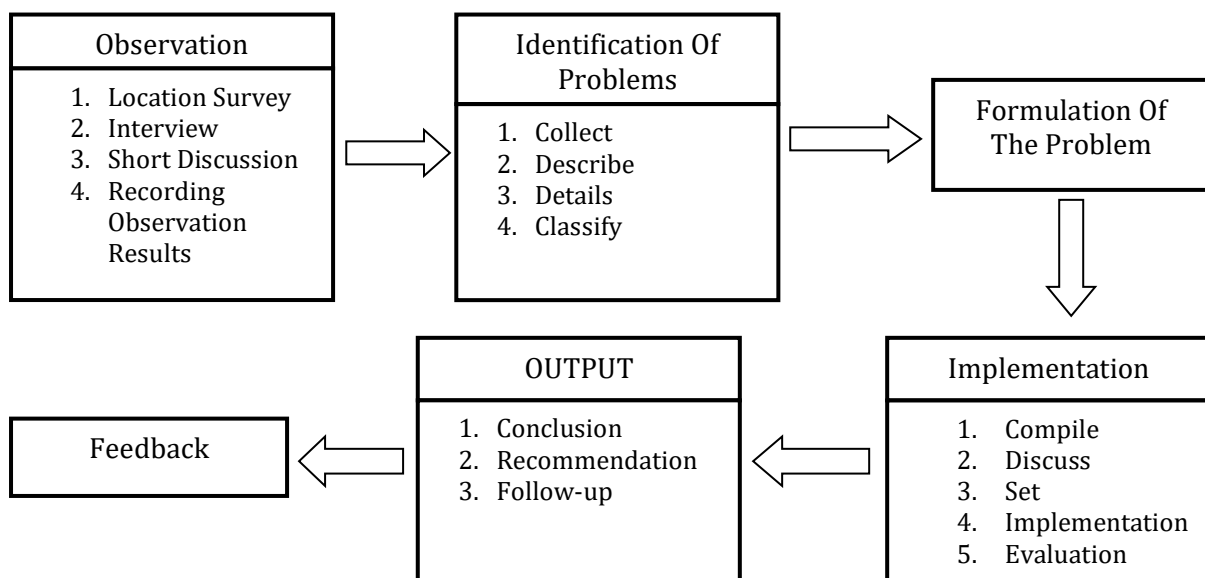
In the current era, MSMEs must be able to keep up with technological developments by utilizing digital media or the internet as a way to market their products. This aims to make products from MSMEs known to many people and reach a wider marketing area in order to generate significant business profits. However, there are still many MSME actors, especially those in rural areas, who have not utilized digital media as a marketing tool, this is due to their lack of understanding of the role and benefits of using digital media. There are currently quite a lot of types of digital media, often used in digital marketing are social media, for example Facebook and Instagram (Nugraha, *et. al.*, 2021).

When the author carried out his service in Tanjung Batu Village, Wanea District, Manado City, North Sulawesi. The author encountered a problem experienced by residents in Tanjung Batu sub-district, namely that there are no household industry business actors in Tanjung Batu sub-district who market their products digitally, with the aim of being affordable to the community with wider market potential. With digital marketing, producers can explain their products with the aim of being seen by a wider range of potential consumers compared to conventional methods. According to Farrell *et. al.* (2019) when product sales are carried out offline, they cannot reach more potential consumers. Meanwhile, if product marketing is carried out through social media (online), the potential target consumers will be wider, this is in accordance with Millia, *et. al.* (2021) that by utilizing digital marketing such as social media, more consumers will know about the products being sold so that they can increase income.

Therefore, the author believes that holding outreach regarding Digital-Based Home Industry Optimization in Increasing Digital Business in Tanjung Batu Village is useful for helping residents develop home industries in Tanjung Batu Village, Wanea District, Manado City, North Sulawesi.

METHODS

Table 1
Problem discovery and problem solutions



1. Implementation Method

In this service activity, several methods are used, namely:

- a.) Providing digital materials to MSMEs in the Tanjung Batu Village area, Wanea District, South Sulawesi
- b.) Introducing the internet as a new medium for communication
- c.) Providing training to MSME players on creating market places and social media accounts, which are currently a trend in business promotional media
- d.) Provides an understanding of how to manage a market place
- e.) Educational stages

2. Implementation Flow

a. Target Audience

The main targets of this service activity are small and medium enterprises (MSMEs) in the Tanjung Batu Village area, Wanea District, South Sulawesi, as well as the general public.

b. Implementation of Activities:

1.) Preparation Phase

The activities that will be carried out during the preparation stage are as follows:

- a.) Conduct a survey of the targets in this service activity
- b.) Make proposals and complete the administration of permits for places or community service locations
- c.) Create modules or materials that will be delivered to the target or target audience
- d.) Determine the time and media needed to carry out the activity.

2.) Implementation of Activities

After all permits and equipment preparation are completed, service activities are carried out. MSME business actors are involved in preparing for this service activity, starting from obtaining permits, creating modules, to preparing everything. This service activity is divided into several sub-activities, namely:

- a) This survey was conducted to enable service participants to carry out activities.
- b) Carry out activities directly for MSME actors
- c) Assessing the results of activities.

3.) Make Reports Related to Activities

- a) Making an Initial Report An initial report is created to describe the results achieved during service activities
- b) Report Revision The report is changed if an error occurs
- c) Making the Final Report The final report is made after revising the initial report so that the results are better

DISCUSSION

The following is a series of community service activities that have been carried out:

- a. Opening and Introduction
- b. Providing material through the introduction of digital marketing to MSME players
- c. Introducing the internet as a communication medium
- d. Introducing digital marketing such as Instagram, Facebook, Tiktok, and YouTube
- e. Teaches how to create and manage social media accounts.

When the author carried out his service in Tanjung Batu Village, Wanea District, South Sulawesi. The author found problems experienced by the community, namely the lack of knowledge and information regarding the use of digital marketing for home industry players, which resulted in the residents of Tanjung Batu Village not utilizing it properly and properly. To maximize the use of digital marketing for home industry players in Tanjung Batu Village. Efforts to Optimize Digital-Based Home Industries in Increasing Digital Business in Rural Communities is one of the breakthroughs that can create jobs and realize a Sustainable Economy in Tanjung

Batu Village, Wanea District, South Sulawesi.

To increase the success of digital promotions through digital media, ongoing assistance will be provided. then assess the promotional efforts carried out by MSME players. The benefits obtained (Outcome) from the results of this activity are:

Table 2. Benefits of Community Service Activities

No.	Parameter	Conditions Before Community Service	Conditions After Community Service
1.	Ability	Participants have no knowledge or experience using online sales applications	Participants are already proficient and are starting to use online sales applications
2.	Knowledge	Many participants don't know how to implement and create an online sales plan	Participants already have the ability to implement and create sales plans online
3.	Product Quality	The products sold by participants remain of the same quality as the standard products usually sold	Product quality has improved considerably, and participants are improving product quality to enable them to provide the latest innovations.
4.	Types of Products	Sales standards still apply to the types of products sold	The types of products sold are increasing, and participants have started to develop new products
5.	Quantity of Products	Because the types of products sold have not changed, the number of products sold is still in accordance with sales standards	Due to increasing customer demand, the number of products has increased
6.	Total Turnover	Transaction volume did not experience a substantial increase, as observed throughout the community service	The number of sales is increasing because participants sell offline and online, so many buyers come from outside the Pangkah sub-district area

CONCLUSION

Based on the explanation above, it can be concluded that this Community Service Activity has broadened the insight of local Tanjung Batu Village residents in knowing that implementation can maximize the use of digital marketing for home industry players in Tanjung Batu Village, although there are several things that still need to be improved for the progress of the community in Tanjung Batu Village. The implementation of Digital-Based Home Industry Optimization in Increasing Digital Business in Rural Communities currently still has many obstacles such as:

1. The lack of knowledge and information regarding the benefits of digital marketing for home industry players has resulted in digital marketing in the sub-district not being utilized properly and maximally
2. Community service provided to MSME business actors in the Tanjung Batu Village area has a positive impact on those who participate. This is proven by increasing knowledge, skills and product quality, number, type and turnover, management capabilities, profits and the number of new entrepreneurs.

EXPRESSING OF THANKING

The author would like to express his deepest gratitude to all parties involved in this service, including the residents and officials of Tanjung Batu Village and the government officials of Manado City, North Sulawesi who accepted the proposal given and hope to be able to make this happen.

REFERENCES

- Desrizal, Uva, I. M., Ariati, E., Fantini, E., 2023. Strategi Komunikasi Digital Marketing dan Pemasaran pada Umkm Batik Ciwaringin Cirebon Sebagai Tantangan dalam Perkembangan Teknologi. *Indonesian Journal of Contemporary Multidisciplinary Research (MODERN)*, 2(6), 1055-1068.
- Farell G., Thamrin, Novid I., 2019. Pelatihan Pemanfaatan Digital Marketing Dalam Pengembangan Pemasaran dan Kewirausahaan UKM Pada Kota Sawahlunto. *Suluh Bendang: Jurnal Ilmiah Pengabdian Kepada Masyarakat* 19(1) 42-47.
- Hotimah, C., Setyowati, V. T., Prayitno, E., Gitayuda, M. B. S., 2023. Pemanfaatan Digital Marketing Dalam Pemasaran Produk Para Pelaku Umkm di Desa Mlajah Kab. Bangakalan. *JSS: Journal of Society Services*, 1(2), 1-10.
- Irwanto, T., Febrisa, T. S., Abi, Y. I., Putra I. U., Anzori, 2022. Strategi Pemasaran Produk Industri Rumah Tangga Melalui Penerapan Digital Marketing Di Rt.06 Rw.03 Kelurahan Padang Jati Kota Bengkulu. *Jurnal Dehasen Untuk Negeri*, 1(2), 67-72.
- Khasbulloh, M. W., Khasanah, M., Wiliyanto, Qusaeri, M. A. A., 2024. Pengenalan Digital Marketing Untuk Pelaku Usaha UMKM Diwilayah Kecamatan Pangkah. *Journal of Human And Education*, 4(1), 1-5.
- Mahfudhoh, D. H., Pujiyanto, W. E., 2023. Digitalisasi Home Industry Produk Fashion Guna Meningkatkan Pendapatan Keluarga. *PRAXIS: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 1-7.
- Millia, H., Rostin, Syarif, M., Rahim, M., Dja'wa, A., 2021. Digitalisasi Pemasaran Produk Industri Rumah Tangga di Desa Galu Kecamatan Anggalomoare Kabupaten Konawe. *Jurnal Pengabdian Kepada Masyarakat MEMBANGUN NEGERI*, 5(2), 361-368.
- Nugraha, A. A., Sari, E. N., Dzuchroidah, N., Afiyah, N. K., 2021. Peran Digital Marketing Bagi Wirusaha Pemula di Desa Sambong Dukuh Kabupaten Jombang. *Jurnal Studi Kasus Inovasi Ekonomi*, 5(2), 29-34.
- Sulaksono, J., Zakaria, N., 2020. Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Desa Tales Kabupaten Kediri. *Generation Journal*, 4(1), 41-48.
- Suwandi, Sibarani, W. S., Sibarani, L. A., Halawa, S., 2023. Strategi Pemasaran Digital Dalam Meningkatkan Usaha Kecil Dan Menengah. *GURUKU: Jurnal Pendidikan dan Sosial Humaniora*, 1(4), 116-127.
- Syukri, A. U., Sunrawali, A. N., 2022. Digital marketing dalam pengembangan usaha mikro, kecil, dan menengah. *KINERJA: Jurnal Ekonomi dan Manajemen*, 19(1), 170-182.
- Yansi, L. M., Tetra, A., Husen, A., Naiwan, S., Afriani, F., Yeni, Tripermata, L., 2023. Pengembangan Produk Home Industry Berbasis Teknologi Digital Marketing dan Peluasan Pemasaran di Desa Alai Kecamatan Lembak Kabupaten Muara Enim. *Jurnal Pendidikan Tambusai*, 7(3), 225-232.