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Program Studi: Akuntansi

Untuk melaksanakan penelitian yang berjudul "Edukasi Pemasaran Digital untuk UKM diMedali

Rahayu Kecamatan Desa Ambit Sumedang-Jawa Barat

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Dr. William Widjaja, S.E., M.M., M.Pd.

Education on Digital Marketing for Smes in Medal Rahayu Subdistrict of Ambit Village Sumedang-West Java

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ABSTRACT

The purpose of this social responsibility services to convey the importance of financial management, product and operation management and most of all marketing management and how social media uses for the purpose of digital marketing by utilizing market place and such in the social media. This social responsibility services will assist Small Medium Enterprises (SMEs) in resolving problems regarding environment and operation issues in correlation with planning, organizing, packaging and marketing via digital platforms. This social responsibility services are a community services involving 32 universities representatives which carried out their individual duties to perform and lecture best practices to the society in Ambit Village, Subdistrict of Sumedang West Java. These activities were conducted during 22nd and 23rd of December 2023 involving 150 local business ventures who were more than eager to develop their businesses to the next level. 150 local businesses were involving SMES operate in a variety of home industries, including handicrafts, eco-tourism, and food production. The result of this social responsibility services where participants were very satisfying and felt the insights and needs for such acts to develop skills, knowledge and ability among them. The evaluation revealed an increase in knowledge of digital marketing before and after the distribution.

Keywords: *Digital Marketing, SMES, Ambit Village Sumedang, West Java.*



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INTRODUCTION

Sumedang, a rural in subdistrict of West Java, Indonesia, encompasses a wealthy history and cultural heritage, and it plays a noteworthy part within the region's financial and verifiable

improvement. Around 16.490 SMEs work in an assortment of domestic businesses, counting painstaking work, eco-tourism, rice fields, fruit processed industries, garment, culinaries, general trading and food processed home industries.

Sumedang's economy depends on farming, fishery, and home industries. Rice, sugarcane, and auxiliary crops are the essential commodities within the region. Besides, the fabricating and exchange divisions home industries and secondary crops are the primary activity in the region. Furthermore, the manufacturing and trade sectors contribute to the district's economic growth. Sumedang has excellent tourism potential and contribute to the district's financial development. Sumedang has amazing tourism potential. A few traveler areas incorporate the Neighborhood Mosque, which was completed two years back and is regarded a local tourist attraction due to its architectural design, and the Great Mosque of Sumedang.

Medal Rahayu, Ambit Village, a sub-district, is one of Sumedang's dried fruit and home food manufacturers' hubs. Medal Rahayu, Ambit Village in Sumedang Subdistrict covers an area of 1.098.424 hectares, including 381.751 hectares of rice crops and 716.673 hectares of land. The administrative area contains 11 settlements, 44 hamlets, and 2869 families. The population's demographics total 11,721 people, with the majority of them falling between the ages of 15 and 19. The population of Medal Rahayu, Ambit Village is divided into age groups, as shown below. 06-09 years old amounted to 2,270 people; 10--14 years old amounted to 2,464 people; 15-19 years old amounted to 4,264 people; and 20-64 years old demographically as stated in Figure 1.

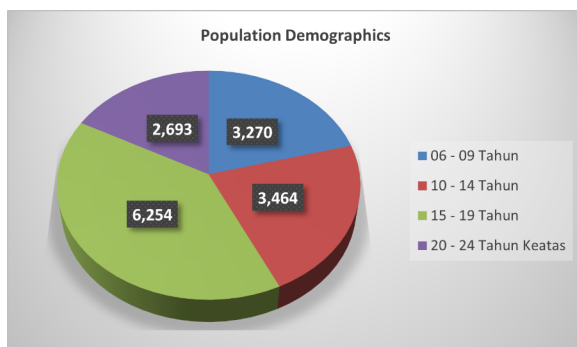


Figure 1. Population Demographics
Source: Primary Source, 2023

Many residents of Medal Rahayu, Ambit Village, Sumedang work as home industry laborers, owners of home industries, and independent farmers or fisheries, so there are more SMES in this village than elsewhere, with 100 business units, followed by trade 150 business unit's food 80 business as stipulated in Figure 2: Type of SMES Business in Medal Rahayu, Ambit village, Sumedang-Westjava.

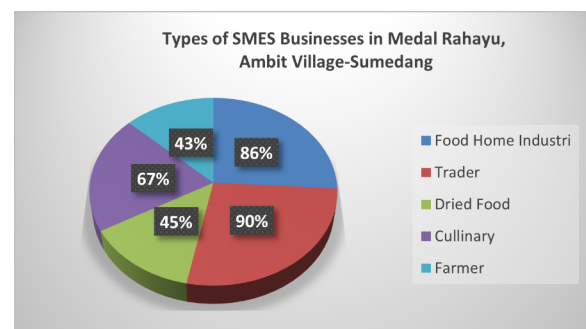


Figure 2. Types of SMES Businesses in Medal Rahayu, Ambit Village-Sumedang
Source: Primary Source, 2023

IMPLEMENTATION METHOD

The service method is carried out in the following stages:

1. Preliminary Mapping of Community Services
The purpose of this initial mapping is to explore the problems faced by SMES actors in Medal Rahayu, Ambit Village-Sumedang, especially related to digital marketing versus conventional marketing management in Medal Rahayu, Ambit Village-Sumedang, especially related to vocal point of marketing management.
2. Preparation for Community Services
Preparation for the service was carried out by appointees' team that would be involved, preparing supporting materials and facilities in regards to all pertinent documentation, modules, presentation materials, certificates, screen, projector and important equipment prior to the event such correspondence and coordination with the Village Head.
3. Implementation of Community Services
The implementation of the service by

providing education on digital marketing and marketing management for SMESs in Medal Rahayu, Ambit Village-Sumedang.

4. Evaluation of Community Services

Evaluation of the implementation of the service is carried out to assess the success of the activity implementation. Evaluation of the success of activities is a systematic process for assessing the extent to which an activity has achieved its stated objectives. Evaluation helps determine the extent to which the objectives that have been set for the activity have been achieved. This involves assessing whether the desired results have been achieved as expected. Evaluation of success in service is carried out by giving pre- test and post-test questionnaires related to cash planning and recording material. If the average answer after training compared to before training increases, it means that knowledge of the material has increased, thus the service objectives are achieved. The questionnaire must be answered by choosing: (1) strongly disagree, (2) disagree, (3) agree and (4) strongly agree. The following is the service evaluation questionnaire:

RESULTS AND DISCUSSION

Preliminary Community Services Survey

The initial survey was conducted two weeks before the implementation of the service, which was precisely October 3rd, 2023. The initial survey was conducted by conducting interviews related to the financial management of SMEs in Medal Rahayu, Ambit Village-Sumedang. The interview

was conducted by the team with the Head of BUMDES (Regional State-Owned Regulator) of Medal Rahayu, Ambit Village-Sumedang, namely Mr. Sudrajat.

The results of this initial survey found several common problems faced by SMESs. Among them are weak sales promotion. This obstacles in the field of sales and marketing, not all SMEs have access to markets for their products and their business activities. In order to provide solutions to problems in the marketing aspects faced by SMES, the community service team determined to help solve problems related to the management of marketing. to help solve problems related to sales management. The basis for this determination n is because it is still considered new to them.

Preparation of Community Services

Preparation for the implementation of the service was carried out one week before the implementation of the service, namely December 10-11, 2023. Preparation for service is carried out by holding a coordination meeting with the team that will be involved. The coordination meeting was held through a zoom meeting. In this service preparation coordination meeting, the duties of each team member were determined. These tasks include making PPT material, being responsible for field coordination, being responsible for correspondence and certificate administration, being responsible for facilities and transportation, and being responsible for finance. This service was chaired by Dr. Lailah

Table 1. Service Evaluation Questionnaire

No	Questionnaire	Strongly Disagree	Disagree	Agree	Strongly Agree
1	I understand the meaning of digital marketing (Q1)	1	2	3	4
2	I understand the benefits of digital marketing (Q2)	1	2	3	4
3	I understand the meaning of digital marketing (Q3)	1	2	3	4
4	I understand the benefits digital marketing (Q4)	1	2	3	4
5	I know the elements of digital marketing (Q5)	1	2	3	4
6	I know the elements of digital marketing (Q6)	1	2	3	4

Fujianti, S.E., M.Si., Ak., CA as the coordinator of the field of community service for the DKI Jakarta Accounting Lecturer Forum of the Indonesian Institute of Accountants Compartment of Educator Accountants (Fordos DKI Jakarta IAI KAPd).



Figure 3. Coordination Meeting for Preparation of Service Implementation

The coordination meeting for implementation preparation was attended by 6 team members. Team members come from several campuses because this service is a collaborative service. This service is also a commitment to the realization of the implementation agreement on the MOU signed by the university leaders of each team.

The service material includes the definition of marketing, differences of conventional marketing versus digital marketing, types of marketing management, the benefits of marketing planning, the benefits of digital marketing, how to prepare and choose the proper type of digital marketing and how to launch product pertinent. All presentation materials were exposed publicly in front of 150 Audiences mainly from SMES. All presented training materials were condensed in 3 Edition ISBN: 978-623-10-0199-3 Book Chapters prepared by the team and published recently.

Implementation of Community Services

The social responsibility community services was being held on Saturday, December 22nd to 23rd, 2023 at the Medal Rahayu, Ambit Village-Sumedang Sports Complex (GOR). This service was attended by 150 SMES participants, most of whom were Batik SMES. The details of the

participants include 49 batik SMES, 75 food and culinary SMES, 14 trade SMES and the remaining 12 convection SMES.

The service began with speeches. The first speech was from Mr. Ka. Sumedang Informatics Application, namely Mr. Drs. Yadi Wikarsa, M.Si. The next speech was from the Head of Central Tani Sub-District, Mr. H. Tedi Tri Susilo, S.STP, M.Si, BPD. The third speech was from the Kuwu of Kali Tengah Village and the last speech was from the Chairperson of Fordos DKI Jakarta, Dr. Wiwi Idawati.



Figure 5. Opening and Welcoming Remarks and Providing Materials

The implementation of the community services was carried out using lecture and discussion methods. The lecture method is one of the material delivery methods that can be used to convey information, ideas, or knowledge to an audience with spoken language (Faeni et al., 2023; Faeni, 2024). In this method, the audience usually sits while listening to the explanation of the material delivered by the speaker. The presentation team explained the material on how to plan and record cash by explaining in front of SMES partners, print out of cash planning and recording material is given in advance so that it is easily understood by SMES business participants.

The presentation of the material is also carried out using the discussion method. The discussion method is a learning approach in which audience participants actively participate in the exchange of ideas, views, and information (Faeni, 2024; Faeni et al. 2023). to achieve a better understanding of a particular topic or concept. The discussion

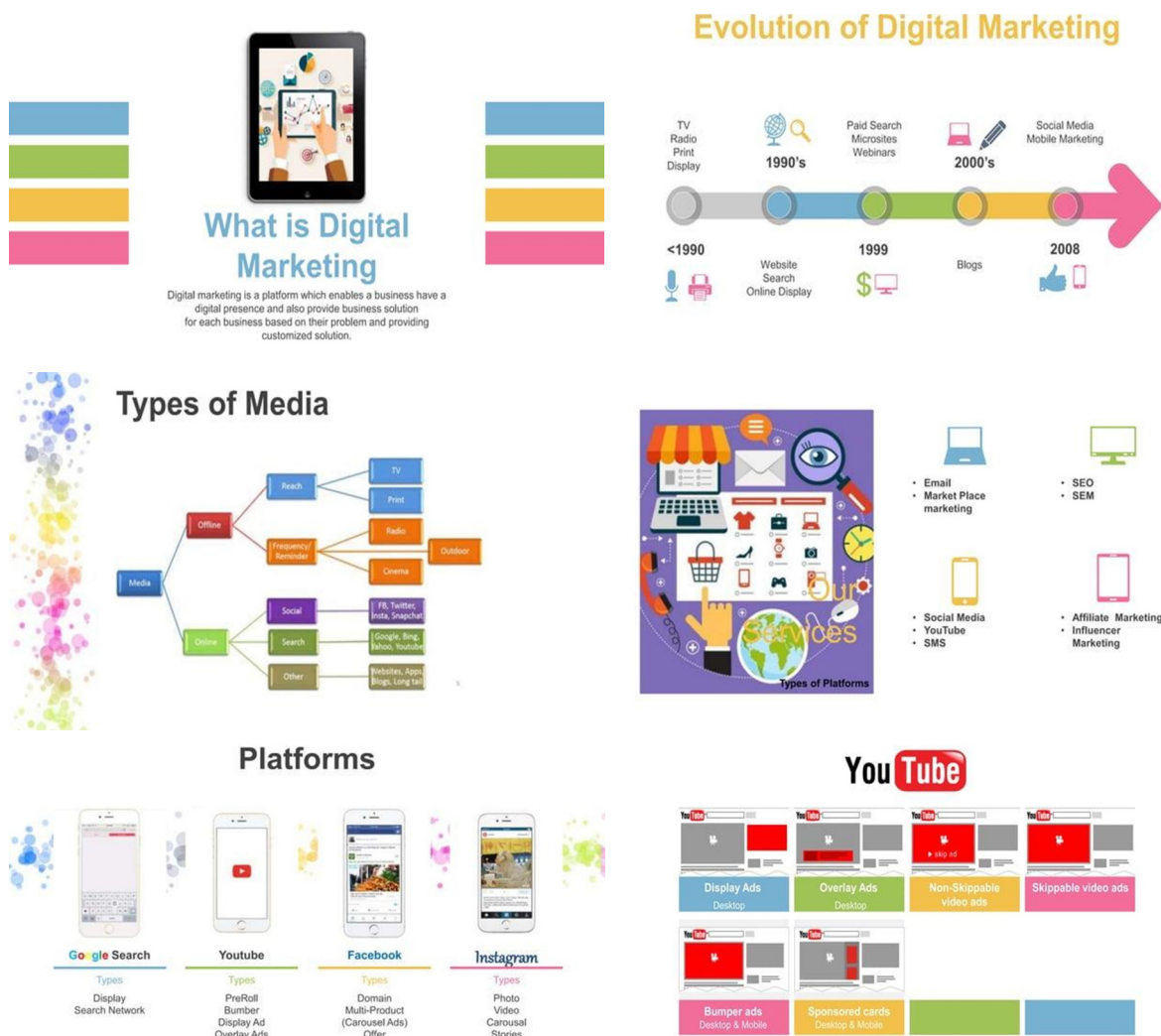


Figure 4. Presentation Materials for Digital Marketing

method in delivering material is carried out in this service by providing opportunities for SMES participants with audiences to ask questions about the material that has been delivered.



Figure 6. Photo with the dedication team and participants of SMES Ambit Village

Evaluation of Community Services

Evaluation of the success of the implementation of the service was carried out by giving a questionnaire. The results of the previous questionnaire answers can be seen in the following table.

Table 2. Questionnaire Results Before Training

	Q1	Q2	Q3	Q4	Q5	Q6
Strongly Disagree	70	80	70	72	85	72
Disagree	72	65	70	70	60	69
Agree	6	2	5	4	5	4
Strongly Agree	2	3	5	4	0	5
Total	150	150	150	150	150	150

Questionnaire 1, namely I understand the meaning of marketing management. Results of questionnaire answers Q1, namely strongly disagree, amounted to 70 participants; disagree 72 and agree 6 and 2 answered strongly agree. who answered strongly agree? Questionnaire 2 is that I understand the benefits of marketing management. The results of the answers to questionnaire Q2, namely strongly disagree, totaled 80 participants, disagree 65, agree 2 and 3 answered strongly agree. Questionnaire 3 is that I understand the meaning of digital marketing. The results of the Q3 questionnaire answers were strongly disagree totaling 70 participants, disagree 70, agree 5 and 5 strongly agree. Questionnaire 4 is that I understand the benefits of market place. The results of the answers to the Q4 questionnaire, namely 72 answered strongly disagree, disagree amounted to 70 participants, agree 4 and 4 answered strongly agree. Questionnaire 5, namely I know the elements of digital marketing and tools. The results of the answers to questionnaire Q5, namely no one answered strongly disagree, disagree amounted to 85 participants, agree 60 and 5 answered strongly agree 0. Questionnaire 6, namely I know the elements of type of marketing. The results of the answers to the Q6 questionnaire, namely 72 answered strongly disagree, disagree amounted to 69 participants, agree 4 and answered strongly agree 5.

The results of the previous questionnaire answers can be seen in the following table.

Table 3. Questionnaire Results After Training

	Q1	Q2	Q3	Q4	Q5	Q6
Strongly Disagree	9	5	8	4	0	5
Disagree	11	13	10	29	5	5
Agree	30	25	39	39	48	25
Strongly Agree	100	107	93	78	107	115
Total	150	150	150	150	150	150

Questionnaire 1, namely I understand the meaning of marketing management. Results of

questionnaire answers Q1, namely strongly disagree, amounted to 9 participants; disagree 11 and agree 30 and 100 answered strongly agree who answered strongly agree? Questionnaire 2 is that I understand the benefits of marketing management. The results of the answers to questionnaire Q2, namely strongly disagree, totaled 5 participants, disagree 13, agree 30 and 107 answered strongly agree. Questionnaire 3 is that I understand the meaning of digital marketing. The results of the Q3 questionnaire answers were strongly disagree totaling 8 participants, disagree 10, agree 39 and 93 strongly agree. Questionnaire 4 is that I understand the benefits of market place. The results of the answers to the Q4 questionnaire, namely 4 answered strongly disagree, disagree amounted to 29 participants, agree 39 and 78 answered strongly agree. Questionnaire 5, namely I know the elements of digital marketing and tools. The results of the answers to questionnaire Q5, namely no one answered strongly disagree, disagree amounted to 5 participants, agree 48 and 107 answered strongly agree 4. Questionnaire 6, namely I know the elements of type of marketing. The results of the answers to the Q6 questionnaire, namely 5 answered strongly disagree, disagree amounted to 5 participants, agree 25 and answered strongly agree 115.

Table 4. Comparison of Evaluation Results Before and After Training

Questionnaire	Before	After	Improved
Q1	1.73	3.00	1.27
Q2	1.90	3.03	1.13
Q3	1.93	3.17	1.23
Q4	1.97	3.20	1.23
Q5	3.00	3.50	0.50
Q6	3.17	3.47	0.30
Q1-Q6	2.28	3.23	0.94

The evaluation results before and after the training can be seen in the table above. The results the comparison shows that all questionnaire scores have increased. The evaluation results of

questionnaire Q1 increased by 1.27; Q2 increased by 1.13; Q3 increased by 1.23; Q4 increased by 1.23; Q5 increased by 0.50 and Q6 increased by 0.30. Overall, the average value of questionnaires Q1-Q6 increased from 2.28 to 3.23 or an increase of 0.94.

CONCLUSION

The service has been carried out in Kali Tengah Village, Tengah Tani District, Sumedang in the form of education to SMEs. The service was attended by 30 SMEs' players, namely batik, processed food, trade and confectionery. The purpose of this service is to help solve SMEs' problems related to financial planning and

recording / business cash. The comparison results show that all questionnaire values have increased. From the evaluation results, the Q1 questionnaire increased by 1.27; Q2 increased by 1.13; Q3 increased by 1.23; Q4 increased by 1.23; Q5 increased by 0.50 and Q6 increased by 0.30. Overall, the average value of questionnaires Q1-Q6 increased from 2.28 to 3.23 or an increase of 0.94. Based on the results of this evaluation, it can be concluded that the objectives of the service implementation were achieved. For further community service, a survey will be conducted again according to the problems and needs of SMES on campus.

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