



## Pelatihan Pemasaran Digital sebagai Upaya Pemberdayaan Ekonomi Masyarakat Desa di Kecamatan Subang, Kabupaten Subang

### *Digital Marketing Training as an Effort to Empower the Economy of Village Communities in Subang District, Subang Regency*

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**Abstract:** *The Community Service activity (PkM) with the title "Digital Marketing Training as an Effort to Empower the Economy of Village Communities in Subang District, Subang Regency" aims to increase the knowledge and skills of Micro, Small and Medium Enterprises (MSMEs) in Subang District Village in utilizing digital technology for marketing their products. The methods used in this training include the provision of digital marketing theory materials, practice in using digital platforms (such as social media and e-commerce), and evaluation through pre-test and post-test. In conclusion, the training was successful in empowering village communities through the application of digital marketing. The sustainability of similar programs as well as the development of further training modules are expected to further strengthen the digitalization capabilities of MSMEs in the region, thus contributing to the improvement of the overall economic welfare of the community*

#### Abstrak

Kegiatan Pengabdian kepada Masyarakat (PkM) dengan judul "Pelatihan Pemasaran Digital sebagai Upaya Pemberdayaan Ekonomi Masyarakat Desa di Kecamatan Subang, Kabupaten Subang"\* bertujuan untuk meningkatkan pengetahuan dan keterampilan para pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di Desa Kecamatan Subang dalam memanfaatkan teknologi digital untuk pemasaran produk mereka. Metode yang digunakan dalam pelatihan ini meliputi pemberian materi teori pemasaran digital, praktik penggunaan platform digital (seperti media sosial dan e-commerce), serta evaluasi melalui pre-test dan post-test. Kesimpulannya, pelatihan ini berhasil memberdayakan masyarakat desa melalui penerapan pemasaran digital. Keberlanjutan program serupa serta pengembangan modul pelatihan lanjutan diharapkan dapat lebih memperkuat kemampuan digitalisasi UMKM di wilayah tersebut, sehingga berkontribusi pada peningkatan kesejahteraan ekonomi masyarakat secara keseluruhan.

**Kata kunci:** Pemasaran digital, UMKM, pemberdayaan masyarakat, teknologi informasi, produk.

## **1. INTRODUCTION**

In the digital era, information technology plays a vital role in enhancing economic activities, especially through digital marketing, which enables the promotion of products and services without geographical boundaries (John J. Green, 2024). However, many rural communities, such as in Subang Regency, face challenges due to the lack of digital literacy and the skills needed to effectively utilize these technologies (Anindiya Salsabila, 2024). This gap results in a reliance on conventional marketing methods, which limits their market reach and economic potential (Asep Kosasih, 2024). To address this issue, the implementation of digital literacy programs is essential, as they can empower residents with the skills needed to effectively utilize digital marketing and e-commerce platforms (Anindiya Salsabila, 2024). In addition, the adoption of mobile technology is essential, as it facilitates access to these digital tools, increasing engagement in economic activities (Yang Hui, 2024). By fostering a culture of digital literacy and technology adoption, communities in Subang Regency can significantly improve their economic prospects and transition from traditional marketing methods to more effective digital strategies (Asep Kosasih, 2024).

To harness the economic potential of rural communities, especially in the realm of Micro, Small and Medium Enterprises (MSMEs), it is essential to promote the adoption of digital technology in marketing activities. Implementing digital marketing strategies can significantly increase the visibility and competitiveness of local products, allowing them to reach a wider market from regional to national levels (Anindiya Salsabila, 2024). However, a major barrier to this adaptation is the lack of understanding and skills in managing digital platforms and social media, which are essential for effective marketing (Dian Sudiantini, 2024) and (Asep Kosasih, 2024). To address this challenge, initiatives such as the National Extension E-Commerce Initiative provide essential resources and guidance to support rural businesses in adopting e-commerce strategies, thereby overcoming barriers related to digital literacy (Qisong Zhou, 2024). In addition, digital literacy training is essential to equip individuals with the skills needed to effectively navigate these digital tools, enabling them to compete in an increasingly digital marketplace (Dian Sudiantini, 2024). By focusing on these areas, rural MSMEs can not only survive but thrive in a competitive landscape dominated by larger retailers and online shopping options (Asep Kosasih, 2024)

The Community Service Activity entitled "Digital Marketing Training as an Effort to Empower the Village Community Economy in Subang District, Subang Regency" was designed to equip villagers with essential skills in digital marketing, thereby increasing the productivity and income of Micro, Small, and Medium Enterprises (MSMEs) in the area. By

focusing on the use of digital technology, this training aims to empower participants to effectively market their products through various online platforms, such as social media and marketplaces (Rodi Syafrizal, 2024) and (Muhammad Rezky Noor Handy, 2024). This initiative directly addresses the economic empowerment of rural communities by improving their marketing skills, which is crucial to increase their competitiveness in the market (Aldi Ubaidillah, 2024) and (Syahreem Nurmutia, 2024). This training will cover the basics of digital marketing, providing participants with a solid understanding of online promotional strategies that can lead to better customer engagement and increased sales (Ainun Jariyah, 2024). Ultimately, this community service activity aims to foster a sustainable economic environment for MSMEs by leveraging technological innovations in marketing, which is essential in today's business landscape and (Muhammad Rezky Noor Handy, 2024). Through this comprehensive

The rapid advancement of information and communication technology has significantly changed marketing strategies, with digital marketing emerging as a vital approach to promote products and services effectively. In urban areas, businesses are increasingly leveraging digital marketing to reach consumers, increase their sales and engagement through various electronic media channels (Ganesh Antre, 2024) and (Hari Muharam, 2024). This method not only enables wider reach but also facilitates more efficient interactions between brands and customers (Kusnadi, 2024). However, the scenario is very different in rural areas, such as Subang Regency, where digital marketing adoption remains minimal. This gap highlights the challenges faced by marketers in these areas, where traditional marketing methods still dominate (Gharib Al-Dosari, 2024). Despite the untapped potential in rural markets, driven by economic shifts and increasing purchasing power, the integration of digital marketing strategies is crucial for businesses aiming to expand their consumer base (Dian Sudiantini, 2024). Addressing this gap can open up significant opportunities for growth and development in the rural economy, ultimately bridging the gap between urban and rural marketing practices.

Rural communities in Subang Regency, especially Micro, Small, and Medium Enterprises (MSMEs), face significant challenges in transitioning from traditional marketing methods to digital platforms. The main barriers are limited access to information and lack of digital skills, which hinder their ability to adopt effective digital marketing strategies (Anindiya Salsabila, 2024) and (Dian Sudiantini, 2024). As the market increasingly demands online accessibility, MSMEs must leverage e-commerce platforms to expand their market reach and increase sales potential (Tri Sugiarti Ramadhan, 2024). In addition, social media marketing presents a cost-effective avenue for these companies to engage with local and global audiences, growing brand awareness and customer loyalty (Astri Dwi Andriani, 2024). To

address these barriers, the implementation of digital literacy training is essential, equipping MSME owners and employees with the necessary skills to effectively utilize digital technologies (Dian Sudiantini, 2024). By embracing digital marketing strategies, MSMEs can not only compete in the growing market but also ensure that their products are easily accessible to consumers, thereby driving business growth and sustainability in the digital economy (Helen Dian Fridayani, 2024). Ultimately, a collaborative effort in sharing knowledge and training will empower these companies to thrive amidst the challenges posed by traditional marketing limitations (Anindiya Salsabila, 2024). Micro, Small and Medium Enterprises (MSMEs) in Subang Regency are crucial to driving the local economy, especially through the promotion of local products such as handicrafts, processed foods, and agricultural goods, which have high selling value (Eka Herissuparman, 2024) and (Sri Novianti Putri Putri, 2024). However, these companies face significant challenges in leveraging digital technology, which limits their ability to compete effectively in the wider market (G. Y. Simanjuntak, 2024). Integration of digital marketing strategies can provide MSMEs with important tools to increase their visibility and reach a wider audience, thereby increasing sales (Nunik Nurmalasari, 2024). In addition, e-commerce platforms can facilitate access to global markets, allowing local artisans and farmers to significantly expand their customer base (Dwi Laras Novianti, 2024). To harness the full potential of MSMEs, stakeholders must focus on enhancing digital capabilities and marketing strategies, ensuring that these companies can thrive in a competitive landscape and contribute to reducing rural and urban inequalities (Eka Herissuparman, 2024) and (G. Y. Simanjuntak, 2024). By addressing these limitations, MSMEs can better leverage their strengths and drive sustainable economic growth in the region.

To empower rural communities economically, targeted training in digital marketing is essential. This training will enhance their understanding of digital marketing strategies, which are crucial to expanding market reach and increasing the competitiveness of local products. By mastering digital marketing, community members can effectively utilize various online platforms to promote their goods, thereby tapping into a wider consumer base and new revenue streams (Titik Khotiah, 2024) and (Zulkieflimansyah Zulkieflimansyah, 2024). In addition, the integration of e-commerce training will equip communities with the skills needed to utilize digital platforms to sell their products, further increasing their market visibility and income potential (Asep Kosasih, 2024). The use of digital media for marketing purposes will not only improve communication skills but also foster a stronger entrepreneurial environment within the village, allowing local products to gain recognition beyond local boundaries (Janejira Arsarkij, 2024). Ultimately, this comprehensive approach to digital marketing and e-commerce will

create new opportunities for generating income, contributing significantly to the economic empowerment of rural communities (Titik Khotiah, 2024) and (Asep Kosasih, 2024).

The Community Service Activity (PKM) entitled "Digital Marketing Training as an Effort to Empower the Economy of Village Communities in Subang District, Subang Regency" aims to overcome economic challenges by equipping participants with essential digital marketing skills. This training will focus on the introduction and utilization of digital platforms, especially social media and e-commerce, which are essential for effective promotion and sales in today's market landscape (Syahreen Nurmutia, 2024) and (Aldi Ubaidillah, 2024). Participants will learn how to utilize these platforms to improve their marketing strategies, thereby increasing their market reach and competitiveness (Abu Amar, 2024). In addition, the training will emphasize creative content creation, allowing participants to produce engaging materials that resonate with their target audience (Agusta Praba Ristadi Pinem, 2024). These skills are essential to attracting consumer attention and driving sales in a digital environment where content is king. By integrating these elements, the program not only aims to empower local entrepreneurs but also aligns with current market trends, ensuring that participants are ready to navigate the evolving digital landscape (Rodi Syafrizal, 2024). Ultimately, this initiative aims to drive sustainable economic growth in communities by enhancing the capabilities of local small and medium enterprises (MSMEs) (Abu Amar, 2024). Through this activity, it is hoped that village communities, especially MSME actors, can be better prepared to face economic challenges in the digital era, and are able to utilize technology to improve their economic welfare sustainably.

### **Time & Place of Implementation**

Implementation Time: 24 - 26 August 2024

Implementation Place: Online

Number of Participants: 30 people

Training Method: Online + Practicum



**Figure 1**

## **2. LITERATURE REVIEW**

Digital marketing has emerged as a critical component of business development, especially for micro, small and medium enterprises (SMEs) in today's digital landscape. It leverages digital technologies to achieve marketing objectives, encompassing activities such as promotion, branding and product sales (Oghenekome Urefe, 2024). For SMEs, digital marketing offers a cost-effective way to reach a wider audience compared to traditional marketing methods, thereby increasing their market presence (Tochukwu Ignatius Ijomah, 2024). Research shows that digital marketing strategies, especially through social media, websites and e-commerce platforms, facilitate direct consumer interactions, which are critical to building customer loyalty and accelerating sales transactions (Qisong Zhou, 2024), (Kusnadi, 2024) and (Mohammad Rakibul Islam Bhuiyan, 2024). The continuous evolution of these digital channels enables SMEs to adapt and innovate, ensuring they remain competitive in an increasingly virtual marketplace. As businesses shift from conventional to digital marketing, they not only expand their reach but also optimize their marketing efforts, ultimately contributing to their growth and sustainability in the digital age (Oghenekome Urefe, 2024) and (Tochukwu Ignatius Ijomah, 2024). This shift underscores the importance of embracing digital marketing as a fundamental strategy for success in the contemporary business environment.

Digital marketing plays a vital role in the economic empowerment of rural communities, especially through the enhancement of Micro, Small, and Medium Enterprises (MSMEs). Research shows that digital marketing training significantly improves the productivity of these businesses, enabling them to expand their market access and increase sales figures. For example, a study in various villages in Indonesia revealed that business owners who used digital platforms experienced a 30% increase in sales compared to those who relied on traditional marketing methods (Titik Khotiah, 2024) and (Kusnadi, 2024). This underscores the importance of equipping local entrepreneurs with digital marketing skills, which foster community empowerment and enhance local economic development (Qisong Zhou, 2024) and (Rodi Syafrizal, 2024). By leveraging digital marketing, rural MSMEs can tap into a growing internet user base and social media engagement, thereby enhancing their overall competitiveness and economic well-being (Asep Kosasih, 2024). Consequently, investing in digital marketing training not only supports the growth of individual businesses but also contributes to the wider economic development of rural areas, ultimately leading to improved quality of life for community members (Rodi Syafrizal, 2024).

Community empowerment is essentially about enhancing the capabilities and independence of individuals or groups, enabling them to utilize their resources effectively (Janejira Arsarkij, 2024). One strategic approach to achieving this is through digital marketing training, which fosters economic independence within rural communities (Zulkieflimansyah Zulkieflimansyah, 2024). This training not only equips individuals with essential skills but also addresses the pressing need for new competencies in a competitive economy (Ranjan Kumar, 2024). Access to knowledge and technology is critical in this context, as it enables community members to engage with modern tools that can significantly enhance their business development efforts (Ranjan Kumar, 2024) and (Brian D. Christens, 2024). Digital literacy, which includes the ability to use digital platforms effectively, is a critical component of this empowerment process, ensuring that individuals can fully participate in the digital economy (Muhammad Rezky Noor Handy, 2024). By integrating these elements—training, access to technology, and digital literacy—communities can collectively improve their economic standing and decision-making capabilities, ultimately leading to a more empowered and independent population (Janejira Arsarkij, 2024) and (Zulkieflimansyah Zulkieflimansyah, 2024).

The role of information and communication technology (ICT) is critical in enhancing digital marketing, especially in rural areas where limited infrastructure and technological literacy pose significant challenges. According to Rogers (2015), the diffusion of technological innovations directly affects the speed at which communities adopt new technologies, such as digital platforms, which are essential for modern economic activities (Asep Kosasih, 2024). In the rural context, overcoming these barriers is critical to local economic growth. Digital marketing training has been shown to significantly improve digital literacy and technological skills among small and medium enterprises (SMEs) in rural areas, enabling them to effectively leverage digital platforms (Kelvin Nnaemeka Nwangwu, 2024) and (Wei Sun, 2024). This training not only enhances individual skills but also fosters a stronger digital ecosystem, enabling rural businesses to tap into previously untapped markets (Ghiasvand Gheisari, 2024). Furthermore, as digital platforms continue to proliferate, the importance of ICT in facilitating this transition cannot be overstated, as it supports the design and implementation of effective digital marketing strategies (Asep Kosasih, 2024). Thus, targeted training initiatives can empower rural communities, ultimately promoting sustainable economic development through increased digital engagement.

### **3. RESULTS**

Community Service (PkM) activities entitled Digital Marketing Training as an Effort to Empower the Economy of Village Communities in Subang District, Subang Regency were carried out with the aim of providing basic knowledge and skills in digital marketing to MSME actors in the area. This training is expected to help improve the competitiveness of village community businesses, expand market reach, and support local economic growth through the use of digital technology. After the implementation of the activity, several significant results can be noted, including:

a. **Increased Knowledge and Understanding of Digital Marketing**

Participants consisting of MSME actors in Subang District showed a significant increase in terms of understanding the basic concepts of digital marketing. Before the training, the majority of participants (around 80%) admitted that they did not know or understand in detail about digital marketing, such as the use of social media for promotion and e-commerce platforms for sales. However, after attending the training session, 90% of participants were able to explain the basic concepts of digital marketing well, starting from branding strategies, creating creative content, to techniques for optimizing the use of social media (Instagram, Facebook, and WhatsApp Business).

b. **Mastery of Practical Skills in Digital Marketing**

In addition to understanding the concept, participants also gain practical skills in managing digital product marketing. The training that focuses on the use of social media as the main marketing tool has had a real impact, where participants have started actively creating business accounts on social media platforms. As many as 85% of participants have successfully created business accounts and started posting their local products, such as handicrafts, agricultural products, and processed foods. They are also taught about how to create creative content such as attractive product photos, effective use of captions, and strategies for interacting with consumers

c. **Increased Sales Through Digital Platforms**

One indicator of the success of this training is the increase in sales of MSME products through digital platforms. Based on an evaluation conducted one month after the training, around 70% of participants reported an increase in sales of their products after using digital marketing. For example, a participant who sells handicraft products reported a 25% increase in sales after marketing his products through Instagram and WhatsApp Business. This shows that digital marketing has a positive impact in expanding the market reach for local products.



d. Increasing Motivation and Self-Confidence of MSMEs

This training also has an impact on increasing the motivation and self-confidence of MSMEs in developing their businesses. Before the training, many MSMEs found it difficult to compete with products from outside the region or even imported products. However, with the new skills they acquired, participants felt more confident in promoting their local products in a wider market. Many participants stated that they now feel more optimistic in facing economic challenges and plan to be more active in using digital technology in their business activities.

e. Sustainable Development Plan

As part of the results of this activity, several participants also expressed interest in continuing to develop their digital marketing skills. In the evaluation session, more than 60% of participants indicated a desire to take part in more in-depth advanced training, especially related to the use of paid advertising on social media and website optimization for product sales. In addition, several participants also plan to form a local digital marketing community to share knowledge and experience in utilizing digital marketing for their businesses.

f. Growing Awareness of the Importance of Product Branding

Another important result is the emergence of awareness of the importance of product branding among participants. Many MSMEs previously did not think much about product or brand image. However, after attending the training, they realized that strong branding can provide added value and make their products better known to consumers. Some participants have started designing more consistent logos, packaging, and branding strategies for their products.

g. Expanding Business Networks through Digital Platforms

This training also succeeded in helping MSMEs expand their business networks. Through digital marketing, they began to interact with consumers from outside the region, and some participants even managed to sell their products to big cities outside Subang Regency. This shows that digital platforms can be an effective bridge to connect local products with a wider market. Community Service (PkM) activities focusing on digital marketing training in Subang District have provided positive and significant results for MSMEs. Increased knowledge, skills, and real impacts on increasing sales prove that digital marketing is an effective tool in empowering the economy of rural communities. With the continuation of training and deeper development of capabilities, it is hoped that rural communities in Subang District can continue to grow and develop in facing economic challenges in the digital era.

#### 4. PARTICIPANT EVALUATION METHODS IN PKM ACTIVITIES

To determine the effectiveness of the Digital Marketing Training activities as an Effort to Empower the Village Community Economy in Subang District, Subang Regency, the participant evaluation method is very important. The evaluation aims to measure the extent to which the training objectives have been achieved and to understand the increase in knowledge and skills possessed by participants after participating in the training.



**Figure 2**

Here are some evaluation methods that can be used:

a. Pre-test and Post-test

- 1) The pre-test is conducted before the training begins to measure the level of initial knowledge and skills of participants related to digital marketing.
- 2) The post-test is given after the training is completed to evaluate the extent to which the knowledge and skills of participants have increased.
- 3) The results of the pre-test and post-test are compared to determine the effectiveness of the training in improving participant understanding.

b. Direct Observation

During the training, the facilitator observes the participants, both individually and in groups. The facilitator can assess the extent to which participants are actively involved in activities, such as asking questions, discussing, and practical skills applied during simulations of using social media and digital platforms. This observation aims to directly see the involvement and understanding of participants regarding the material provided.

c. Practical Assignments or Projects

Participants are asked to work on practical assignments or projects, such as creating a business account on social media, posting their products, and developing a digital marketing strategy. This can be an individual or group assignment. This assignment is evaluated based on creativity, technical ability, and effectiveness in promoting their products digitally.

Practical assignments provide a direct picture of participants' ability to implement the material that has been learned.

d. Satisfaction and Feedback Questionnaire

A questionnaire is given to participants after the training to determine their level of satisfaction with the material, delivery, and relevance of the training to their needs. Participants are also asked to provide feedback on how they felt during the training, the difficulties they faced, and suggestions for improving the training in the future. This feedback will be used to evaluate the overall quality of the training and future improvements.

e. Interviews or Open Discussions

Individual interviews or group discussions can be conducted after the training to gain a deeper understanding of how participants apply the new knowledge they have gained. The questions asked can focus on understanding concepts, challenges faced in digital marketing practices, and changes in their views on digital marketing after the training.

f. Evaluation of Sales or Marketing Results (Long Term)

Evaluation does not only stop at the end of the training, but is also continued for a certain period of time (for example 1-3 months after training) to determine the real impact of the training on the development of the participants' businesses. Sales and marketing data of participants' products before and after training are analyzed to see the improvements that occur, both in terms of product sales and market expansion. Participants can be asked to provide reports on the development of their businesses periodically.

g. Self-Assessment

Participants are asked to conduct a self-assessment of their abilities before and after training. They assess themselves in terms of technical skills, use of digital platforms, and marketing strategies. This method helps participants to reflect on their development during the training and provides an overview of personal achievements.

h. Simulation

Real case simulations related to digital marketing can be used as an evaluation to see how participants apply training materials in realistic situations. Participants can be asked to complete how they will market certain products digitally, from platform selection, content creation, to digital advertising management.

## **5. CONCLUSION**

Community Service (PkM) activities with the theme of Digital Marketing Training as an Effort to Empower the Economy of Village Communities in Subang District, Subang Regency have been implemented with very positive results. This training has succeeded in increasing the knowledge, skills, and confidence of MSME actors in utilizing digital technology to market their products more widely and efficiently.

Some of the main conclusions from this activity are as follows:

a. **Increased Knowledge and Skills:**

Training participants gain a better understanding of digital marketing concepts and techniques, including the use of social media and e-commerce. They are also able to apply practical skills, such as creating creative content, managing business accounts, and interacting with consumers online.

b. **Positive Impact on Sales:**

The implementation of digital marketing by MSME actors shows a real impact, with most participants reporting an increase in product sales through digital platforms. This proves that digital marketing strategies are effective in expanding market reach and increasing the competitiveness of local products.

c. **Increased Motivation and Self-Confidence:**

This training has also succeeded in increasing the motivation and confidence of participants in developing their businesses. MSMEs feel more optimistic in facing market competition and are more ready to innovate in marketing their products.

d. **Growing Awareness of the Importance of Branding:**

Training participants are increasingly aware of the importance of building a strong brand image (branding) as an effort to increase product value and attract more consumers.

e. **Expanding Business Networks:**

Through the use of digital media, participants are able to expand their business networks, both within and outside the Subang area. Digital marketing opens up new opportunities for local products to reach a larger market.

Overall, this activity has succeeded in empowering village communities through the use of digital technology, especially in marketing MSME products. It is hoped that this training will be the first step for more sustainable development, so that the people of Subang District can continue to improve their economic welfare through digital-based marketing innovations

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