



## Strengthening Knowledge and Skills of Micro Entrepreneurs through Digital Marketing Training

Dwi Lestari<sup>1)</sup>; Sugiyanto<sup>2)</sup>; Muliadi Palesangi<sup>3)</sup>; B Realino Yudianto<sup>4)</sup>

Master of Management Postgraduate Program Pamulang University - Indonesia

<sup>a)</sup> [dwi.lestari@pmb.ac.id](mailto:dwi.lestari@pmb.ac.id) <sup>b)</sup> [muljadi.palesangi@pmb.ac.id](mailto:muljadi.palesangi@pmb.ac.id)

<sup>c)</sup> [bernardinus.yudianto@pmb.ac.id](mailto:bernardinus.yudianto@pmb.ac.id) <sup>d)</sup> [dosen00495@unpam.ac.id](mailto:dosen00495@unpam.ac.id)

**Abstract:** Digital marketing has become an effective marketing strategy to reach a wider target market. Digital marketing is a powerful tool to help micro-entrepreneurs grow their businesses. By implementing the right digital marketing, micro-entrepreneurs can reach a wider range of consumers, increase brand awareness, increase sales, and improve relationships with customers. However, there are still many micro entrepreneurs who do not understand and optimally utilize digital marketing . This can hinder the growth and development of their business. Universitas Prasetiya Mulya, through its program called RASIO (Rumah Inspirasi dan Konsultasi Bisnis Online), has the theme of Digital Marketing Training by targeting micro-entrepreneurs who still have limited knowledge and skills in digital marketing. Through this activity, there is an increase in knowledge and skills among the participants.

**Keywords:** Micro Entrepreneurs, Digital Marketing Training, Knowledge and Skills Development

### INTRODUCTION

Digital business in Indonesia has developed rapidly, especially because of the Covid-19 pandemic which limits people's mobility. This encourages business actors to innovate and adapt to digital technology. Business actors who are able to adapt and find new opportunities will have higher competitiveness in the digital era. However, there are still many business people, especially small entrepreneurs, who do not realize the importance of digitalization. As a result, the use of online commerce platforms is less than optimal.

Digital marketing is one effective way to reach more consumers. With digital marketing, micro entrepreneurs can reach consumers around the world, increase business visibility and increase sales. However, there are still many micro entrepreneurs who do not understand and make maximum use of digital marketing. This is caused by the limited knowledge, skills and resources possessed by micro entrepreneurs. Apart from that, the ever-changing

development of digital marketing technology is also a challenge for micro entrepreneurs. This can hinder the growth of their business.

Therefore, efforts are needed to increase the knowledge and skills of micro entrepreneurs in digital marketing. One of these efforts is through digital marketing training and mentoring. Through the RASIO program initiated by the Small Business Development Center Division of Prasetya Mulya University. RASIO (Rumah Aspirasi dan Konsultasi Bisnis Online) is an online-based program with an intensive class concept between participants and trainers. Participants are small entrepreneurs supported by Prasetya Mulya University, while trainers are lecturers from Prasetya Mulya University. The objective RASIO is to become an online class model that is able to provide inspiration and entrepreneurial spirit for the community.

In this journal, we will specifically discuss RASIO with the theme Digital Marketing Training. This training aims to (1) Strengthen participants knowledge and skills in building effective digital marketing strategies; (2) Strengthening participants skills in optimizing digital marketing tools. The criteria aimed at participants include micro businesses that already know the need for digital marketing for their products; Priority is given to micro businesses that already know digital marketing tools such as WA Business, Google Business, and simple Canva; and commit to following the training from start to finish.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Undang-Undang No.20 year 2008 concerning Micro, Small and Medium Enterprises (MSMEs), micro entrepreneurs are business actors who have net worth of a maximum of IDR 50 million (excluding land and buildings where the business is located) and annual sales proceeds of a maximum of IDR 300 million . The Ministry of Cooperatives and SMEs noted that up to 2019 the number of MSMEs in Indonesia reached 65.47 million. From this data, 64.6 million or 98.67% are micro businesses, while 798,679 units or 1.22% are small businesses. Micro entrepreneurs have an important role in the Indonesian economy. They absorb large amounts of labor and contribute to economic growth.

To develop their business, small entrepreneurs need a good marketing strategy. Ivonne (2022) states that marketing is an important factor in business success. Every company or businessman must have an appropriate and efficient marketing strategy to win the competition and gain a wide market share. A marketing strategy must also be developed as a framework for developing the business. One type of marketing that is popular in the current era of technological development is digital marketing. Digital marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target consumers. Apart from that, digital marketing is defined as marketing products or services via the internet or is called marketing, web marketing, online marketing, or e-commerce (Hermawan, 2012).

According to Notoatmodjo (2012), increasing knowledge is the process of changing from not knowing to knowing or from knowing less to knowing better. Increased knowledge can occur through the learning process, both formal and non-formal. Similar to knowledge, skills are the ability to do something well and correctly. Skills Improvement Methods. The following are several methods that can be used to improve skills: The first is through training. Training is one of the most effective methods for improving skills. The second is practice. Practice is one of the most important methods for improving skills. By practicing repeatedly, a person will become more skilled at carrying out a task. The last method is feedback. Feedback is one of the important things for improving skills. Feedback can be given by others or by oneself.

## METHODS

Methodology is a series of steps taken to plan, implement and evaluate training. This methodology aims to ensure that training runs effectively and achieves the desired goals. An effective methodology can help participants to improve digital marketing knowledge and skills. In this training, the author used 4 (four) training methods in its implementation, namely lectures, discussions, practice and exercises. Meanwhile, measuring the results of activities uses pre-test and post-test methods. These methods are specifically described as follows:

1. Lecturing. This method uses an oral approach, where a resource person delivers material to the audience. Lectures can be used to convey theoretical or conceptual material. There were 2 (two) resource persons who presented material in the implementation of this digital marketing training.
  - Building an effective digital marketing mindset, presented by Mr. B. Realino Yudianto. This material is designed to provoke a good mindset in building an effective digital marketing design or strategy. Through this material, participants are expected to be able to understand how digital marketing is needed by a business and how to win the market through digital marketing.
  - Determining the right digital marketing channels, presented by Mr. Muliadi Palesangi. This material wants to take participants deeper to provide context for selecting the right channels and platforms in digital marketing. It is hoped that this material will encourage participants to start thinking more and focus on the resources they have in determining the right digital marketing channels and platforms.



Picture. 1 Implementation of Digital Marketing Training

2. Discussion. Discussion is a training method that involves participants exchanging thoughts and ideas. After presenting the material by the resource person, participants are allowed to ask questions. This question will later become a topic of discussion between the resource person and all the participants present.
3. Practice. Practice is a training method that involves participants doing a task directly. This method can be used to apply the knowledge and skills that have been learned. In this session, the implementation of the activity was facilitated by 4 facilitators who were students at Prasetya Mulya University. This session is clinical in nature to provide technical assistance to participants with a ratio of 1 facilitator accompanying 7-8 participants. This session focuses on using the 3 (three) most basic digital marketing tools needed by all business people, namely WA Business, Google Business and simple Canva. All of these digital marketing tools are basic tools that can be used by micro entrepreneurs in running their business. It is hoped that with this clinic, participants will get sufficient feedback on using digital marketing platforms.



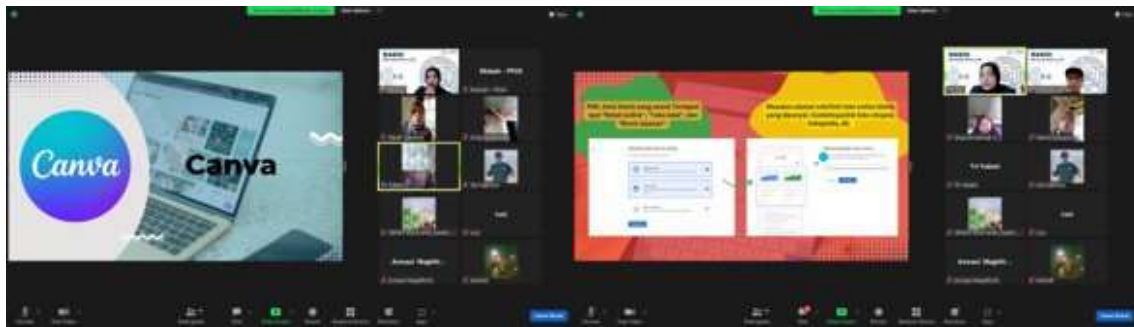
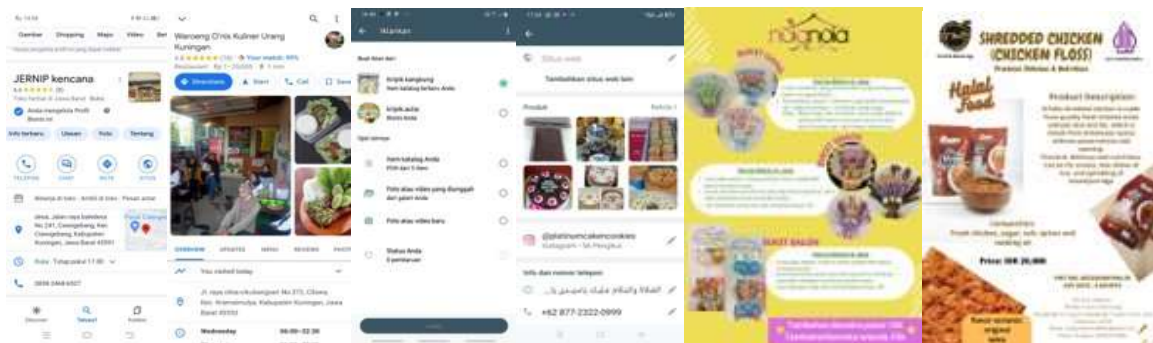


Figure.2 Implementation of Digital Marketing Practices

4. Pre-Test and Post-Test. In order to determine the success of the program for activity participants, the author uses pre-test and post-test methods, which are two types of tests used to measure participants' knowledge and skills before and after participating in the training. The pre-test is used to measure participants' initial knowledge and skills, while the post-test is used to measure participants' knowledge and skills after participating in the training.



Picture. 3 Results of Digital Marketing Training Participants

**RESULT AND DISCUSSION**

Digital marketing training conducted through the Prasetya Mulya University RASIO program was held on 22-23 May 2023. With 30 small entrepreneurs registered as participants coming from Tangerang Regency, Cianjur Regency and Kuningan Regency. On the first day, 29 participants attended and took part in the activities. Meanwhile, on the second day, there was a decrease with 23 participants attending and taking part in training activities. Thus, as many as 76.7% of participants participated in the activity from start to finish. This number of 23 participants will be a reference for the author in making an evaluation of the implementation of the activity.

In measuring the increase in participants knowledge and skills, using pre-test and post-test measurement methods with scoring output and perception scales obtained by participants in taking the test. The author divides the evaluation of activity results into 2 changes, namely the knowledge aspect and the skills aspect. The knowledge aspect is obtained from the delta or change in pre-test and post-test scores. Meanwhile, the skill aspect is obtained from the average accumulation of activity participants' perceptual answers to questions related to simple WA Business, Google Business and Canva.

No	Participants	Business	Pre-Test	Post-Test	Delta
1	Elly Malia	Giryra Arrahmah	35	85	50
2	Asmaul Maghfiroh	Platinum Cake	45	65	20
3	Nanih Sumarni	Dzanira Collection	50	70	20
4	Yati Haryati	Donat Ceu Yati	50	70	20
5	Dadan Hamdani	Jernip Kencana	70	85	15
6	Epih Sopiawati	Roti Maryam	60	75	15
7	Dessy Aries Sandy P	Camperniq	70	80	10
8	Tri Yuliani	Naviesya	55	65	10
9	Nenden Sukarsih	Nensi Snack	55	60	5
10	Oni Sahroni	Waroeng Onis	75	80	5
11	Onih	Modacake.co	75	80	5
12	Popon Jumiati	Ma'ju Bakery	40	45	5
13	Yeni Hartini	Kyu Kyu Corner	60	65	5
14	Yulia Chandra R	Juwara Prima Food	75	80	5
15	Almaidah Sari	Alma Catering	55	55	0
16	Amaar Thohir	Imah Teuwel	75	75	0
17	Lusi Sekar Mayati	Jahe Sarongge	65	65	0
18	Ratih Kumala	Oval Pastry	55	55	0
19	Yati Sumiati	Dapur Kasono	50	50	0
20	Yulia Susilawati	Phoenix Stars	75	75	0
21	Dedy	Tahu Asaki	65	60	-5
22	Nia Rochmanita	NoiaNoia	75	65	-10
23	Siti Fauziah	Rincik Manik	80	70	-10

Table. 1 Pre-Test and Post-Test (Knowledge Aspect)

Based on the table above, it can be concluded that the percentage increase in participants' scores was 60.86%, the percentage of stagnant scores was 26.09%, and the percentage decrease in participants' scores was 13.04%. The questions asked in the pre-test and post-test are 100% the same, but randomization is done to different numbers. The questions consist of basic theories or concepts related to digital marketing and three basic tools that have been taught during the training session. The occurrence of stagnant scores or decreasing scores could be caused by various factors that are not known to the author.

	WA Business		Google Business		Canva		Avarage
	Participant	%	Participant	%	Participant	%	
Peningkatan	11	47,82	12	52,17	13	56,52	52,19
Stagnan	10	43,47	11	47,82	10	43,48	44,92
Penurunan	2	8,69	0	0	0	0	2,89

Table. 2 Pre-Test and Post-Test (Skills Aspect)

Based on the table above, there is an increase in the average score for digital marketing skills of training participants by 52.19%. Meanwhile, the stagnant score was 44.92%, and the score decreased by 2.89%. As with the knowledge aspect, stagnant scores or decreasing scores that occur in the skills aspect could be caused by various factors that the author does not know. Even so, the increase in scores still shows the highest results, so it can be said that digital marketing training activities were successfully implemented. Moreover, there is supporting data that 100% of participants who took part in training activities submitted the results of their training to use these three basic tools in their respective businesses. It can be said that there is an increase in the skills of the participants, so that they can independently carry out the exercises.

## CONCLUSIONS

Digital marketing knowledge and skills are important for micro entrepreneurs to increase sales and competitiveness. However, there are still many micro entrepreneurs who do not have adequate knowledge and skills in this field. Digital marketing training can be one solution to overcome this problem. This training can provide the knowledge and skills that micro entrepreneurs need to develop effective digital marketing strategies. Training participants demonstrated increased knowledge and skills in using basic digital marketing tools such as WA Business, Google Business, and simple Canva. With this training, training participants can be more confident in using social media to promote their products and more optimistic about increasing sales. The author is aware of the limitations in carrying out this activity which may provide suggestions and recommendations for other activities. Among them is that there is no evaluation or discussion regarding the factors causing stagnant/decreasing pre-test and post-test results; and not measuring the impact of digital marketing training on the business of each activity participant. Digital marketing training is one program that can be considered to increase the knowledge and skills of micro entrepreneurs. This program can help micro entrepreneurs to take advantage of digital marketing opportunities and increase their business competitiveness.

## REFERENCE

- Agus, Hermawan. 2012. *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Ayesha, Ivonne & dkk. (2022). *Digital Marketing (Tinjauan Konseptual)*. Padang: PT. Global Eksekutif Teknologi
- Bayu Prasetya Basuki, "UMKM Goes Digital". (2023). Diakses pada 1 November 2023, <https://dijpb.kemenkeu.go.id/kanwil/ntt/id/data-publikasi/artikel/2886-umkm-goes-digital.html>
- Djamarah, Syaiful Bahri, 2006. *Strategi Belajar Mengajar*. Jakarta : PT Rineka Cipta
- Hakim, L., Sunardi, N. (2017). Determinant of leverage and it's implication on company value of real estate and property sector listing in IDX period of 2011-2015. *Man in India*, 97(24), pp. 131-148.
- Husain, T., & Sunardi, N. (2020). Firm's Value Prediction Based on Profitability Ratios and Dividend Policy. *Finance & Economics Review*, 2(2), 13-26.
- Kadim, A., & Sunardi, N. (2022). Financial Management System (QRIS) based on UTAUT Model Approach in Jabodetabek. *International Journal of Artificial Intelligence Research*, 6(1).

- Kadim, A., Sunardi, N & Husain, T. (2020). The modeling firm's value based on financial ratios, intellectual capital and dividend policy. *Accounting*, 6(5), 859-870.
- Lesmana, R., & Sunardi, N. (2021). Futuristic Leadership Through PEKA Analysis Approach. *HUMANIS (Humanities, Management and Science Proceedings)*, 2(1).
- Lesmana, R., Sutarman, A., & Sunardi, N. Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(3), 38-45
- Nardi Sunardi Et Al (2020). Determinants of Debt Policy and Company's Performance, *International Journal of Economics and Business Administration* Volume VIII Issue 4, 204-213
- Notoatmodjo . 2012. Metode Penelitian Kesehatan. Jakarta : Rineka Cipta
- Romadhina, A. P. (2020). Pengantar Ilmu Ekonomi Mikro dan Makro.
- Sugiyanto, E. M. (2018). Earning Management. *Risk Profile And Efficient Operation In The Prediction Model Of Banking: Eviden From Indonesia*.
- Sugiyanto, L. N., & Wanten, I. K. (2020). Studi Kelayakan Bisnis Penerbit Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM) Banten 2020. *Cetak Perdana*.
- Sugiyanto, S., & Candra, A. (2019). Good Corporate Governance, Conservatism Accounting, Real Earnings Management, And Information Asymmetry On Share Return. *Jiafe (Jurnal Ilmiah Akuntansi Fakultas Ekonomi)*, 4(1), 9-18.
- Sugiyanto. (2020) Manajemen Pemasaran: Inspiring The Salesmanship. Yayasan Pendidikan Dan Sosial Indonesia Maju (YPSIM)
- Sunardi, N. (2017). Determinan Intellectual Capital dengan Pendekatan iB-VAIC™ Terhadap Efisiensi Biaya Implikasinya Pada Profitabilitas Perbankan Syariah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 1(1).
- Sunardi, N. (2019). Relevansi Intellectual Capital terhadap Harga dan Retun Saham di Industri Perbankan Pemerintah di Indonesia. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 3(1).
- Sunardi, N. (2022). Liquidity and Asset Growth on Telecommunications Companies Value. *Jurnal SEKURITAS (Saham, Ekonomi, Keuangan dan Investasi)*, 5(3), 299-307.
- Sunardi, N., & Lesmana, R. (2020). Konsep Icepower (Wiramadu) sebagai Solusi Wirausaha menuju Desa Sejahtera Mandiri (DMS) pada Masa Pandemi Covid-19. *JIMF (Jurnal Ilmiah Manajemen Forkamma)*, 4(1).
- Sunardi, N., & Tatariyanto, F. . (2023). The Impact of the Covid-19 Pandemic and Fintech Adoption on Financial Performance Moderating by Capital Adequacy . *International Journal of Islamic Business and Management Review*, 3(1), 102–118. <https://doi.org/10.54099/ijbmr.v3i1.620>