

Education and Mentorship on Digital Marketing Strategies to Increase Revenue for Entrepreneurs in the Digital Economy Era in Jago Jago Village

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Abstract

including small and medium-sized enterprises (UKM). Jago Jago Village, where the majority of its population are micro and small business owners, requires deeper knowledge of digital marketing strategies to increase their revenue. This research aims to provide education and mentorship on digital marketing strategies to entrepreneurs in Jago Jago Village. The method used in this community service activity is training that includes both theoretical and practical applications of social media and e-commerce platforms. Additionally, direct mentorship is provided to implement the digital marketing strategies learned. The results of this activity show an improvement in the entrepreneurs' ability to leverage digital marketing, as well as a positive impact on their revenue. This research also identifies several challenges in the implementation of digital marketing, which can serve as an evaluation for similar activities in the future.

Keywords

Digital marketing, UKM, education, digital economy, revenue enhancement.

Introduction

In today's digital economy, technology has become a crucial element in every aspect of life, including business. Digital marketing is one of the most effective ways to introduce products and expand markets. However, small and medium-sized enterprises (UKM) in rural areas often do not fully understand how to leverage social media and other digital platforms to market their products. Jago Jago Village is home to a population predominantly engaged in micro and small businesses. Most of them still rely on traditional marketing methods limited to the local market. Therefore, education on digital marketing strategies is essential to help them increase their revenue by taking advantage of opportunities in the digital world.

Objectives

The main objective of this community service activity is to provide training and mentorship to entrepreneurs in Jago Jago Village regarding digital marketing strategies. The aim is for entrepreneurs to leverage digital technology to expand their markets and increase their business revenue.

Benefits

The expected benefits of this community service are:

1. Improved digital marketing skills among entrepreneurs in terms of product promotion.
 2. Expanded market reach for entrepreneurs' products, both locally and globally.
 3. Increased business revenue through more effective digital marketing strategies.
 4. Raised awareness among the village community about the importance of technology in business.
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Literature Review

1. Digital Marketing in UKM Marketing

Digital marketing is a marketing strategy that utilizes the internet and other digital devices to promote products or services. Social media, websites, and e-commerce platforms are some of the digital tools that UKM can use to reach a wider customer base. According to Kotler & Keller (2016), digital marketing allows small businesses to compete with larger companies at lower costs and with a broader reach.

In the context of UKM, the use of digital marketing can provide a significant competitive advantage. Digital marketing enables UKM to target a larger and more precise market compared to traditional marketing (Smith & Chaffey, 2020). In Indonesia, many UKM still face challenges in fully utilizing digital platforms, despite the vast potential of the digital market.

2. The Importance of Education and Mentorship for UKM

Mentorship and education in digital marketing are crucial to help UKM overcome challenges in adopting new technologies. Several studies have shown that UKM that receive digital marketing training have a greater chance of succeeding in marketing their products in the digital marketplace (Lee & Kim, 2018). Therefore, community service initiatives that educate UKM on the use of technology in marketing are an effective solution.

Methodology

A. RESEARCH METHODS

The community service activities were conducted in Jago Jago Village, located in Central Tapanuli Regency, with a total of 50 participating entrepreneurs. The program lasted for four weeks.

The primary target of this community service was micro, small, and medium enterprises (UKM) in Jago Jago Village. The participants consisted of business owners engaged in various sectors such as food, handicrafts, and clothing.

Implementation Method

The community service program was carried out in several key stages:

1. Digital Marketing Training

The training was divided into three main sessions, covering:

- a. *Session 1*: Introduction to digital marketing, the benefits of using social media, and how to create accounts on platforms such as Instagram and Facebook.

- b. *Session 2*: Techniques for creating engaging social media content, including product photography, writing product descriptions, and creating short promotional videos.

- c. *Session 3*: Introduction to e-commerce platforms such as Tokopedia, Bukalapak, and Shopee, as well as how to register and manage an online store.

2. Individual Mentorship

Following the training, direct mentorship was provided to participants to assist them in implementing the strategies they had learned. Each entrepreneur was given time to manage their social media and e-commerce accounts under the guidance of the community service team. Mentorship was conducted both in-person and online.

3. Evaluation

The evaluation was conducted by comparing sales data before and after the training and mentorship. In addition, a survey was distributed to participants to measure the benefits they gained from the program.

Findings

1. RESULTS AND DISCUSSION

After the training and mentorship sessions, the majority of entrepreneurs in Jago Jago Village demonstrated significant improvements in their understanding and abilities to use digital marketing to promote their products. For instance, 70% of the participants successfully created and managed social media accounts (Instagram and Facebook) to promote their products. Additionally, 60% of the participants were able to establish online stores on e-commerce platforms such as Tokopedia and Bukalapak, which they had not utilized before.

In terms of revenue, the average increase reported by the entrepreneurs who participated in the training was around 15-25% within two weeks of implementing the strategies provided. This was particularly noticeable among entrepreneurs in the food and handicraft sectors who used social media for promotion and e-commerce platforms for sales.

Activity Documentation

To provide a clearer picture of the activities conducted, here is the documentation of the activities carried out during the training and mentorship:

1. Digital Marketing Training Session

The first training session began with an introduction to the basics of digital marketing and the importance of marketing through social media and e-commerce platforms.

This session covered topics such as:

- a. *Introduction to digital marketing*: Explaining the benefits of digital marketing for UKM.
- b. *Social media as a marketing tool*: Training on creating and managing Instagram and Facebook accounts.
- c. *Creating engaging content*: Techniques for product photography and writing compelling product descriptions.

2. Individual Mentorship Session

After the training, individual mentorship sessions were conducted both in person and online. Each entrepreneur was guided in creating and managing their social media accounts and marketing products through e-commerce platforms. The mentorship was carried out in small groups to ensure that each entrepreneur could focus and receive personalized attention.

3. Evaluation and Feedback

As part of the evaluation, a survey was distributed to participants to measure the knowledge they gained after the training and mentorship. Most participants felt more confident in marketing their products digitally. Some entrepreneurs even reported that they started receiving more attention from customers outside their local areas, thanks to the digital marketing strategies they learned.

4. Discussion

The results indicate that education and mentorship in digital marketing have had a positive impact on the skills of entrepreneurs in Jago Jago Village. The reported increase in income was highly dependent on the implementation of the digital marketing strategies taught. However, the biggest challenges faced by some participants were limited access to stable internet connections and a lack of time to thoroughly learn the materials due to their business operations' demands.



Figure . 1 Documentation of the Community Service Activity: Education and Mentorship on Digital Marketing Strategies to Increase Revenue for Entrepreneurs in the Digital Economy Era in Jago Jago Village.

Conclusion

The community service activity titled "Education and Mentorship on Digital Marketing Strategies to Increase Revenue for Entrepreneurs in the Digital Economy Era in Jago Jago Village" was successfully implemented with significant outcomes. Based on the training, mentorship, and evaluation results, the following conclusions can be drawn:

1. **Increase in Entrepreneurial Capacity**
The activity successfully enhanced the understanding and skills of entrepreneurs in Jago Jago Village in utilizing digital marketing strategies. The majority of participants were able to create and manage business social media accounts, produce promotional content, and use e-commerce platforms to expand their product marketing reach.
2. **Positive Economic Impact**
The implementation of digital marketing strategies had a direct impact on increasing the entrepreneurs' revenue. On average, participants reported a 15-25% increase in income within two weeks after the mentorship, particularly in the food and local handicraft sectors.
3. **Expanded Market Access**
Through the use of digital media, entrepreneurs were able to reach a wider market, including customers outside the village area. This opened up opportunities for business development and the potential for market expansion to a regional or even national level.
4. **Challenges Encountered**
Despite the positive results, there were some challenges, such as limited access to stable internet, inadequate digital devices, and time constraints for entrepreneurs to consistently manage their digital marketing activities.

5. Need for Program Sustainability

To ensure that the results achieved can be sustained and further developed, follow-up training sessions and periodic mentorship are needed. Additionally, collaboration with the village government, local UMKM agencies, or private sector partners could help create a stronger digital ecosystem in the village.

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