

DIGITAL MARKETING ASSISTANCE TO ENCOURAGE CREATIVE ECONOMY IN CIHAMERANG VILLAGE

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Abstract

The purpose of this service is to provide digital marketing assistance in Cihamerang Village, West Java, to encourage the creative economy and utilize the potential that exists there. The village has unique products and beautiful natural landscapes, but product marketing problems have hindered the growth of its creative economic potential. The solution to using digital technology in marketing local products is digital marketing assistance. Basic digital marketing courses, website creation, engaging content, search engine optimization, and online store management are all part of this program. As a result, local businesses began to use digital marketing strategies and expand their market. The delivery of easy-to-understand material and the presence of tech-savvy KKN students are two factors that support this program. However, there are obstacles such as hectic schedules and technical issues associated with website creation. The purpose of empowerment through digital marketing assistance is to encourage the creative industry of Cihamerang Village, increase community prosperity, and encourage sustainable economic growth. Positive results have been shown, and the program is expected to continue to improve the village's creative economy and maximize the region's potential for a better

Keywords: creative economy, community empowerment, digital marketing, mentoring.

Abstrak

Tujuan dari pengabdian ini adalah memberikan pendampingan digital marketing di Desa Cihamerang, Jawa Barat, untuk mendorong ekonomi kreatif dan memanfaatkan potensi yang ada di sana. Desa ini memiliki produk unik dan pemandangan alam yang indah, tetapi masalah pemasaran produk telah menghalangi pertumbuhan potensi ekonomi kreatifnya. Solusi untuk menggunakan teknologi digital dalam pemasaran produk lokal adalah pendampingan digital marketing. Kursus dasar digital marketing, pembuatan situs web, konten menarik, optimisasi mesin pencari, dan manajemen toko online adalah semua bagian dari program ini. Hasilnya, pelaku usaha lokal mulai menggunakan strategi pemasaran digital dan memperluas pasar mereka. Penyampaian materi yang mudah dipahami dan kehadiran mahasiswa KKN yang mahir teknologi adalah dua faktor yang mendukung program ini. Namun, ada hambatan seperti jadwal yang padat dan masalah teknis yang terkait dengan pembuatan situs web. Tujuan pemberdayaan melalui pendampingan digital marketing adalah untuk mendorong industri kreatif Desa Cihamerang, meningkatkan kemakmuran masyarakat, dan mendorong pertumbuhan ekonomi yang berkelanjutan. Hasil positif telah ditunjukkan, dan program ini diharapkan terus berlanjut untuk meningkatkan ekonomi kreatif desa dan memaksimalkan potensi wilayah untuk masa depan yang lebih baik.

Kata kunci: ekonomi kreatif, pemasaran digital, pemberdayaan masyarakat, pendampingan.

Introduction

Each region has its own potential territory. Where this potential can be a useful resource for the wilayah community. According to Putri [1] regional potential refers to the capacity of an area in terms of the resources available in it, which can be explored and utilized for further development, so as to increase the capability and competitiveness of the region. One area that has this potential is Cihamerang Village.

Cihamerang Village is located on the slopes of Mount Ciremai in West Java Province, Indonesia. The village is known for its natural beauty, but also faces various economic challenges. The villagers mostly work in agriculture and traditional handicrafts. Despite

having unique and high-quality products, the difficulty in marketing their products effectively makes the creative economic potential of this village has not been fully explored.

Cihamerang Village combines stunning natural beauty with abundant human resource potential. Local business potential also exists with superior products that have not been digitally tapped. Although the majority of the population are local farmers and entrepreneurs, the potential of this village is still not fully utilized. In relation to marketing, local business actors still mostly rely on traditional methods and local markets, through the word of mouth method so that the target market owned does not expand and there is no development in products [2]. Local entrepreneurs in Cihamerang Village tend to choose superior products derived from produce and then processed naturally before being sold [3]. This happens because it is not used properly technological advances that support the digital marketing process.

In addition, Cihamerang Village is still poorly known by outside communities, and information about the potential and progress of village resources has not been widely disseminated. Therefore, the service team aims to change their behavior in order to be able to utilize digital marketing as a tool to promote their products and services, with the aim of increasing their production, income, and well-being [4].

In this digital era, online marketing or known as digital marketing has become one of the most important tools in increasing the visibility and sales of products or services [5], [6]. However, not everyone has enough access or knowledge to take advantage of the great potential offered by digital marketing. This is why digital marketing assistance is an important step to help rural communities to develop their creative economy.

The main obstacle is usually limited access to technology for product promotion to a wider market. Therefore, KKN student groups try to focus on empowerment through education and digitalization, with the aim of changing people's behavior so that they can increase production, income, and welfare in tourism and local businesses. Digital counseling and mentoring methods are the main instruments in overcoming this problem [7].

These efforts aim to provide empowerment to the community. According to Rahmat [8] empowerment is an effort to improve the ability of target groups so that they can take appropriate actions in overcoming various problems faced. Meanwhile, according to Sitorus [9] empowerment is the result of development efforts of both individuals and communities. The concept of empowerment can be divided into two aspects, namely individual empowerment and community empowerment.

This empowerment aims to advance the creative sector in Cihamerang Village, providing the insights, and technology needed to optimize the potential of this village. Thus, it is expected to achieve improved welfare and sustainable economic growth for tourism actors and local businesses in this village.

Method Research

Assistance in the field of digital marketing is carried out by lecture and demonstration methods to the community, especially to local business actors in Cihamerang Village. The provision of material is carried out directly and openly to local business groups. Furthermore, a demonstration was carried out related to the management of social media as a digital marketing platform. The demonstration was carried out starting from introducing the features

contained in the platform to be used to digital marketing work to business actors in Cihamerang Village.

In order to help overcome this problem, UMMI KKN students, lecturers who are digital marketing experts, and the local government collaborate to provide digital marketing assistance to the people of Cihamerang Village. Here are some of the key steps they took in implementing the KKN program:

1. Digital Marketing Basic Education: Villagers are given basic training in terms of social media usage, simple website creation, and use of e-commerce platforms [5], [10]. This is an important first step in understanding the potential of the internet to market their products.
2. Website and Social Media Development: This group helps artisans and farmers to create attractive and professional websites and social media profiles [11]. This helps them create a solid online presence.
3. Content Creation: To make their content attractive to potential customers, this mentoring also includes training in the creation of engaging content, such as high-quality product photos and compelling descriptions [12].
4. SEO Optimization: To ensure their websites and social media profiles are easily found on search engines like Google, the people of Cihamerang Village are also taught basic search engine optimization (SEO) techniques [13].
5. Online Store Management: For those craftsmen who want to sell their products online, they are also given training on online store management, including order and inventory management [14].

Results and Discussion

The implementation of this program includes the creation and maintenance of a village website in order to provide extensive information on matters related to Cihamerang Village. In addition, digital marketing mentoring activities in the use of social media as a digital marketing tool and content development to help local businesses increase their brand presence in a wider market.

1. Programme Implementation

a. Tourism and Creative Economy Counseling

The counseling, which will be held on August 2, 2023 at the Kabandungan District Office of Cihamerang Village, uses the sharing session method which is an activity to chat casually and share experiences between business actors and speakers who are competent in their fields [15], [16]. In this case, there are several that can be shared with each other about knowledge, skills, or experience involving promotion, marketing and digital-based transactions. Through this method it is expected to know new information and knowledge that was previously unknown, develop critical and analytical thinking skills, increase confidence and professionalism, increase creativity and innovation, solve problems and obtain better solutions [17].



Picture 1. Tourism and Creative Economy Extension Activities

b. Digital Marketing Assistance

Assistance is an effort to improve people's lives by utilizing the various potentials of each community [18]. In addition, mentoring also means assistance from other parties who volunteer to help a person or group to meet their needs and solve their problems. To enhance the business brand of local businesses in a larger target market, the use of social media and digital marketing will be used [19], [20].

The assistance that was realized on August 16, 2023 at the At-Tijjaan location was successfully carried out effectively thanks to the communication conveyed quite well by students and cooperative business actors during the mentoring process. Making social media with teaching methods in using Instagram features and working on advertisements that are known in the process of making them involves At-Tijjaan business actors.



Picture 2. Digital Marketing Assistance



Picture 3. MSME Product Promotion and Brand

c. Village Website Development

The creation of this website was completed within 4 days from August 14-17, 2023 with the assistance of KKN student experts to provide a better understanding of the information needed in planning the creation of the village website. This website is used to optimize SEO and do Online Store management.



Picture 4. Website Desa

2. Supporting Factors for Program Implementation

In the implementation of the program, there are factors that support its success. First, the delivery of program material must be easily understood by all parties involved, so that they can easily apply the concepts taught. Openness and good understanding will be a strong foundation.

In addition, the presence of students who have expertise in website creation and experience in mentoring promotional media, marketing, and digital-based transactions is an important supporting factor. They bring indispensable knowledge and skills in developing effective digital marketing strategies.

3. Inhibiting Factors of Program Implementation

On the other hand, there are several factors that can hinder the implementation of the program. First, local businesses may have busy schedules outside of their product manufacturing activities, making it difficult to meet them and collaborate efficiently. Time constraints and accessibility limitations are challenges that must be overcome.

Secondly, creating a website to support digital marketing can be quite a complicated task. This process requires technical understanding and sufficient time, which may be an obstacle for some business actors who do not have adequate technological knowledge. Therefore, efforts should be made to simplify the process of creating a website as much as possible so that it can be accessed by all parties easily.

Based on the existing inhibiting factors, we try to provide solutions through an in-depth approach with intense communication in order to achieve effective communication to local business actors in determining the right mentoring time for the parties involved.

Conclusion

The efforts of Cihamerang Village in West Java, Indonesia, to support the creative economy and utilize its potential through digital marketing assistance. Although Cihamerang Village has tremendous natural and human resources, he faces difficulties in marketing his local products.

The people of Cihamerang Village have benefited from digital marketing assistance, which has helped them harness the potential of the internet to increase the visibility and sales

of their products. Basic digital marketing education, website creation, content creation, SEO optimization, and online store management have all shown good results. Local businesses have started using digital marketing strategies and can communicate with the wider market better.

This program is supported by KKN students and lecturers who are proficient in digital technology and easy-to-understand materials. However, things like hectic schedules and technical constraints in website creation are getting in the way.

The process of empowering the people of Cihamerang Village through digital marketing assistance has produced significant results. It is hoped that this program will continue to grow and help develop the village's creative economy, improve community welfare, and maximize the potential of the region for a better future.

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