

## Digital Marketing Assistance as a Business Development Effort in the Home Industry in Kalidawir Tanggulangin Sidoarjo Village

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### Abstract

Digital marketing assistance is one of the strategic efforts of business actors to expand market reach and develop their product businesses. This service aims to provide digital marketing assistance to develop businesses in the home industry of Kalidawir Village, Tanggulangin, Sidoarjo. This service method uses Participatory Action Research (PAR). The PAR method has work steps that provide an active role for all parties in designing, implementing, and evaluating changes to the business they are engaged in. This assistance was carried out in Kalidawir Village, Tanggulangin District, Sidoarjo Regency. The results of this assistance service obtained knowledge and skills for home industry actors that are in line with the current digital era. The assisted subjects also shared the results and lessons learned with the surrounding community, such as PKK mothers and Asman toga administrators. This sharing can ultimately result in an exchange of knowledge and inspiration between business actors in the village so that Kalidawir Village can become one of the important economic centers in Tanggulangin District.

### Keywords

Assistance; Digital marketing; Home Industry.



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## 1. INTRODUCTION

In the midst of rapid technological development and digitalization, various business sectors, both micro, small, and medium enterprises (MSMEs) in rural areas, face significant challenges and opportunities. In addition to having a crucial role in the Indonesian economy, MSMEs can create job opportunities and encourage economic growth at the local level. Unfortunately, many MSMEs in rural areas still have not taken advantage of the great potential offered by digital technology, including digital marketing (Alamsyah & Hasan, 2022). Technology and the internet have become key factors in developing a business in an era that continues to advance. Entrepreneurs and MSME actors have a great opportunity to achieve success through digital marketing. Digital marketing is more than just a tool to expand the market scope. However, it is also an effort to increase sales turnover (Ivantan et al., 2022); (Effendi et al., 2022). In addition to aiming to boost sales, as assisted by Shally et al. (2022) and Marta et al. (2023), Utilization digital marketing able to build brand awareness (Rizal Boy Oktavian & Majid, 2022), brand image (Fadel et al., 2000) as well as brand rejuvenation (Puspita, 2019) so that branding products are more optimal.

Kalidawir Village has an area of 120.47 ha. It has a lot of potential. Some of the potentials that are famous among the people of Sidoarjo are Yussar Fishing tourism and natural resources (SDA) in the form of natural gas. Another potential that Kalidawir Village has is the home industry, which is engaged in several sectors. This village has superior products such as shredded fish, batik, catfish, shoes, and bag products. According to data obtained by the PKM Yudharta Team, the number of MSMEs (Micro, Small, and Medium Enterprises) recorded throughout 2024 in Kalidawir Village is 268.

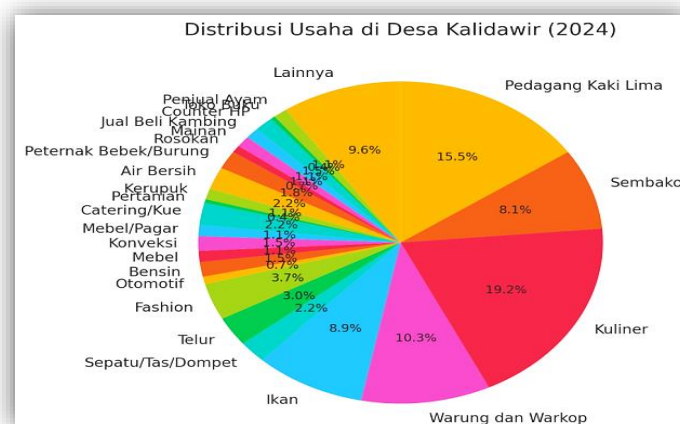


Figure 1. Data on the MSME sector in Kalidawir Village

265 MSMEs are spread across several business sectors, such as street vendors, necessities, culinary, fisheries, and handicraft businesses. Although the number of MSMEs continues to increase, the ability of business actors to utilize digital technology, especially in digital marketing, still needs to improve. A survey conducted on 265 MSMEs in Kalidawir found that most business actors need to gain adequate skills in digital marketing. As many as 78% of respondents stated that they have never used digital platforms for marketing or promoting their business. The majority of business actors still rely on conventional methods such as word-of-mouth promotion or relying on local regular customers. In fact, with the times' development, technology mastery is very necessary. It must be pursued, especially for business people, both large-scale and home-based businesses and the home industry. Mastery of digital marketing for the perpetrator home industry can expand its reach globally. Even with the right strategy, the resulting products can be known by people worldwide (Al-Ababneh, 2022). In addition, for the perpetrator home industry, With a limited budget, you can use online platforms for promotion and marketing, which, of course, costs can be lower than conventional marketing (Lestari & Saifuddin, 2020); business actors can also make relevant targets and strategies according to the expected consumer segment (Oberoi et al., 2017).

This description, at least, encourages the importance of mentoring digital marketing in Kalidawir Village, Tanggulangin District, Sidoarjo Regency, so that the perpetrator's home industry there can find out the strategic steps to develop their businesses that are appropriate and relevant to the current market typology. Of course, this kind of assistance has been carried out by several communities and universities, some of which, Joko Hadi et al. (2022), Mudrifah et al. (2022), and Vivin et al. (2022) who assist in digital marketing without limiting the subject of assistance. Another example is the assistance provided by Wiwin et al. (2023), who assist mompreneurs with an emphasis on strengthening skill digital marketing to the application of AIDA principles (awareness, interest, desire, and action) in creating product content for female business actors in Purutreja Village, Pasuruan City. Arifin et al. (2021) also assisted the subject mompreneur, with the main focus of assistance on utilizing social capital and personal branding to build the trust of the business that the assisted subjects are engaged in. In contrast to others, the assistance of the Yudharta University PKM Team in Kalidawir Village is specifically carried out on assisted subjects home industry middle to lower class with the classification of assisted subjects who do have limitations in understanding technology / are not yet digitally proficient as development in their businesses.

This service aims to carry out digital marketing assistance to develop a business in the home industry of Kalidawir Village, Tanggulangin Sidoarjo. The impact of this community service is expected to significantly increase the knowledge and skills of home business actors in Kalidawir Village related to digital marketing. This allows them to expand their business reach, adapt to modern market demands, drive economic growth, and inspire the wider community to adopt digital strategies.

## **2. METHOD**

Community service activities by the Yudharta University team are carried out through Participatory Action Research (PAR) (Afandi, 2015). The PAR method is very relevant in the context of mentoring home industry in Kalidawir Village, Tanggulangin Sidoarjo, Because the nature of this mentoring is a partnership that gives them an active role in the learning and development process, as well as helps to encourage the utilization of digital marketing sustainably and positively.

Advantages of using the PAR approach in the Mentoring home industry These are active empowerment, solutions offered according to their business needs, collaborative learning between mentors and mentors, a cycle of reflection and planning to be improved, and a positive impact either individually or in the community (Brydon-Miller et al., 2020). Through this assistance, the perpetrator home industry can achieve deeper and more sustainable benefits from digital marketing while building strong leadership and collaboration skills. Process home industry, village governments, and other general public who are directly involved in planning, implementing, and evaluating actions or changes in their business environment.

The implementation phase of the program is carried out by organizing the community (home industry) in Kalidawir Village. Things that need to be known by the assistance group include: They are aware of problems and opportunities for solutions, they understand the need for intervention in change, and the involvement of all groups in the assisted community (Harini et al., 2023).

This assistance was carried out from July 1 to 31, 2024, with an agenda of program initiation, socialization, seminars, workshops, and follow-up assistance. Those involved in this assistance include (1) program coordinators (Yudharta lecturers) who are in charge of coordinating, regulating, supervising and evaluating mentoring, (2) digital marketing facilitators (digital guides/experts/practitioners in the digital field) who are resource persons or training companions, (3) IT Informatics Technology Team (Students) who assist and are responsible for technical aspects and software settings, (4) training moderators and assistants (students) who are in charge of organizing and

digital volunteers on the assisted subjects, (5) documentation and media teams from Yudharta and Kalidawir Village apparatus, and (6) 20 participants from 265 MSME actors in Kalidawir Village.



Figure 2. Flow chart of the mentoring process of the Yudharta Pasuruan PKM Team

### 3. RESULTS AND DISCUSSION

The PKM Yudharta team (lecturers and students) acts as facilitators who accompany the assisted subjects, in this case, home industry actors in Kalidawir Tanggulangin Sidoarjo Village; the following are the stages of assistance:

#### **Initiation of the use of digital marketing in the Home Industry of Kalidawir Tanggulangin Village, Sidoarjo**

The program initiation was designed after the team conducted a preliminary study (June 24-27, 2024) on the conditions and potentials in Kalidawir Village, Tanggulangin Sidoarjo, on the date. Kalidawir Village can be categorized as a trade area and a tourist village where the direction of regional trade development is prioritized along the secondary arterial road. This is directed to support Kalidawir Village in leveraging the economy of its residents.

To find out the creative economy data of Kalidawir Village as the theme of Yudharta University service 2024. So, the PKM team communicates with the village and the local RT/RW to obtain population data and sort out various problems that require assistance. The main income of Kalidawir Village based on the number of residents according to the type of work is as a business and service actor. However,

the potential for development still needs to be considered more optimal because the knowledge and marketing skills are not evenly distributed.

By conducting surveys and discussions directly with several business actors in Kalidawir Village. This step was then continued by holding a direct meeting at the village hall on July 2, 2024, inviting several officials and community leaders. The participants who attended were Mosque Youth, Youth Organization, PKK representatives, and violinists, each RT and RW. In this focus group discussion (FGD), all participants were involved in preparing a draft activity schedule. The results of this activity are in the form of a timeline for the design of activity programs during the mentoring period, which is only specifically for Home Industry/Lower Intermediate MSME actors with a focus on home business actors/IRT. This aligns with the assistance program that focuses on digital literacy through digital marketing to develop businesses.



Figure 3: Program Initiation by the PKM Team with the Village

### **Socialization of digital marketing training in Kalidawir Village, Tanggulangin Sidoarjo**

The training program was socialized after an agreement in the FGD that had been carried out previously. The socialization here also aims to cross-check and re-identify assisted subjects. Of course, interviews with each RT in Kalidawir Village. The results of the interviews produced significant data, including data on MSME actors throughout 2024 and the existence of business actors in each RT. The socialization was carried out between July 7 and 14, 2024.



Figure 4: Data mining by the PKM Team of Yudharta University

Data obtained by the service team shows that the economic sector of Kalidawir Village seeks to improve the community's welfare by focusing on developing the trade sector, including culinary, fashion, automotive, agribusiness, internet technology, services, and other sectors. This shows that most of the livelihoods of the people of Kalidawir Village are self-employed or traders whose marketing is partly carried out at home, marketplaces, strategic areas of Kalidawir Village (along the al-Abbror Mosque road, Jati Rawa tourism), exports, and several areas in the Sidoarjo City area. The number of MSMEs (Micro, Small, and Medium Enterprises) recorded throughout 2024 in Kalidawir Village is 268.

However, by looking at the data that has been obtained. The team, along with the village and the head of RT/RW, discussed the subjects of assistance suitable for participation in seminars and digital marketing training with only 20 participants.

NO	NAME	AGENCY/BUSINESS	As long as
1	Mrs. Subaidah	PKK	RT.13
2	Mother Atik	catering	RT.12
3	Mother Takimah	necessities	RT.06
4	Ibu Fitrotul Aini	henna and bouquet	RT.13
5	Mrs. Sukiyati	SELL FASTER	RT.13
6	Ibo Khusnul Khatima	Pastries	RT.08
7	Mrs. Jamilah Hayati	catering	RT.07
8	Mrs. Lik Hayatus N	PKK	RT.12
9	Mrs. Asfufah	culinary	RT.09
10	Mrs. Anis Isyaroh	merchant	RT.11
11	Muallafah Mother	merchant	RT.01
12	Mrs. Lilik Isnaini	shallot	RT.01
13	Mrs. Arfi Eka	merchant	RT.12
14	Mrs. Faizzatul L	merchant	RT.12
15	Ibu Syafa'atul Ilmi	Online household appliances	RT.05
16	The Sister of Zilba	merchant	RT.02
17	Mommy's Istiqomah	PKK	RT.12

18	Mrs. Roji'un	Merchant	RT.09
19	Mrs. Ifa	Drinks from Asmantoga	RT.12
20	Ibu Dini	Entrepreneurial	RT.05

**Table 1. Participants in seminars as well as digital marketing training**

Assistance should be given by involving the village's members, such as Asman Toga and PKK. This aims to make this assistance sustainable.

**a. Capacity building through seminars and assistance in strengthening digital marketing skills.**

The intervention stage was carried out through capacity building through a Digital Marketing and Social Media Usage Trends seminar held on July 15, 2024, at the Kalidawir Village Hall, Tanggulangin Sidoarjo District. This activity is focused on seminars and provides assistance related to digital marketing skills, strategies to increase brand awareness, brand image, and hard selling. The main speaker in this seminar was Arif H. Ayik, the co-founder of Rafting Kertosari.

This activity was attended by 20 participants, most of whom are IRTs with home industry ownership and who have various problems, such as technology stuttering. Assistance is needed in email marketing and Google Business for business development.



**Figure 5: documentation of the digital marketing seminar in Kalidawir Village**

No.	Waktu	Kegiatan	Deskripsi	Penanggung Jawab
1	08.00-08.30	Registrasi Peserta	Pendaftaran, absensi serta pembagian materi pelatihan	Pendamping pelatihan
2	08.30-09.00	Pembukaan dan sambutan	Sambutan dari panitia acara dan perangkat desa	MC
3	09.00-09.30	Pengantar Program	Penjelasan tentang program pendampingan digital marketing, tujuan dan manfaat	Koordinator Program; Wiwin Ainis Rohtih
4	09.30-10.30	Sesi 1: Digital Marketing dan Tren pengguna Media sosial	Penjelasan mengenai konsep dasar digital marketing, pentingnya media social dan maketplace	Fasilitator digital marketing: Arif H. Ayik, yang merupakan Co. Founder Rafting Kertosari.
5	10.30-11.00	Diskusi dan Tanya jawab	Peserta bertanya tentang materi yang belum dipahami	moderator
6	11.00-12.00	Sesi 2: Praktik membuat akun media social dan marketplace	Pendampingan teknik pembuatan serta pengembangan akun di media sosial	Tim IT, fasilitator
7	12.00-13.00	Istirahat	-	-
8	13.00-14.00	Sesi 3: Pembuatan konten digital, pengenalan iklan berbayar	- Pelatihan pembuatan konten kreatif melalui smartphone - penjelasan cara menggunakan iklan berbayar untuk peningkatan penjualan	Fasilitator digital, tim IT
9	14.00-14.30	Diskusi dan Tanya jawab	Diskusi penerapan strategi	Moderator
10	14.30-14.45	Penutup	-	MC
11	14.45-15.30	Pendampingan teknis (oprasional)	Membantu peserta yang masih memiliki kesulitan teknis	Tim IT

Figure 6: Rundown of events and timing of digital marketing training in Kalidawir Village

After the seminar, several efforts made by the Yudharta University PKM Team include:

- a) Assistance in creating a business account for home industries that do not have



Figure 6: Assistance with creating a business account

- b) Assistance in marking business locations on Google Maps

This marking functions so that the range of businesses that each home industry has owned is wider, making it easier for consumers to go to the production site. In addition, it adds confidence to consumers far from their place of residence.

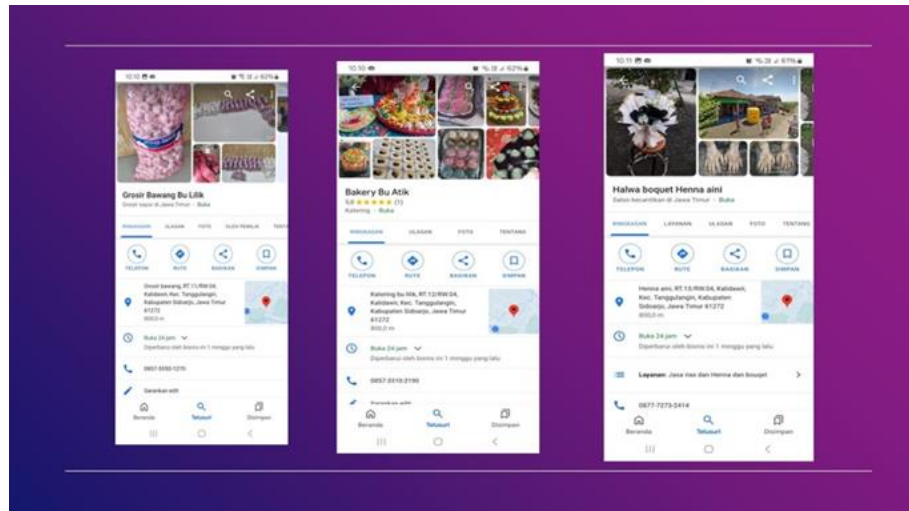


Figure 7: Location points and page views in Google Business

- c) Product photo assistance and product branding on social media  
 Product photo assistance is also a strategy for home industry players in Kalidawir village. This is intended to create a brand image on social media for businesses that have been run.



Figure 8: Account page update

## b. Evaluation and follow-up plan

In the final stage of this mentoring, an evaluation was carried out as a form of monitoring and reflection on the seminar results and assistance in using digital to strengthen literacy skills. The assisted subjects practiced the principles of AIDA (awareness, interest, desire, and action). Of course, exchanging ideas and learning results through the Asman Toga group and PKK women can be a means of knowledge and inspiration between each other in Kalidawir Tanggulangin Village, Sidoarjo. This group sharing can further become a sustainable food house that can be used as a means

of independent economy for the home industry in Klidawi Village. Of course, creative and innovative economic efforts can increase and prosper family income.



Figure 9: Creation of village accounts for home industry groups in Kalidawir Village

### Home Industry and Family Economic Improvement Efforts

The home industry comes from small-scale businesses carried out by non-professional workers. With limited capital, home industries often only produce seasonally. Assistance efforts in the home industry in Kalidawir Village, Tanggulangin Sidoarjo, are expected to improve human resources, welfare, and the family economy.

In today's increasingly dynamic business and economic world, the role of the home industry, especially those done by homemakers, is increasingly showing its prestige. Of course, the initial purpose of establishing a business is for financial gain and economic improvement of the family, which has an impact on their social life because home-based business actors can eventually become founders of small, medium, or large businesses with the capacity of knowledge and soft skill that he has (Sarwoto et al., 2021). In their research, Zulfa et al. (2023) even mentioned that the impact of the home industry could provide job opportunities and reduce unemployment, apart from meeting needs and increasing family income.

### The Utilization of Digital Marketing as an Effort of the Home Industry of Kalidawir Village in Developing Business

Kalidawir Village is one of the villages in Tanggulangin District. Geographically, the Kalidawir Village area can be seen in location, area, topography, and climatic conditions. This village is about 4 kilometers from the government center of Tanggulangin District, Sidoarjo Regency. Administratively, Kalidawir Village is bordered by Kedungbanteng Village and Putat Village to the north, Gempolsari Village to the south and west, and Penatarsewu Village to the east.

The number of MSMEs (Micro, Small, and Medium Enterprises) recorded throughout 2024 in Kalidawir Village is 268, divided into several sectors, most of which are home industries that are homemakers. Unfortunately, many home industries in Kalidawir Village need to be balanced with branding and marketing, which is right to adjust to the development of the times. This problem will eventually affect the development of the business and, in turn, will have an impact on the home industry's financial stability and affect the village's economic level (As'ary et al., 2021). Based on these problems, the PKM Team of Yudharta Pasuruan University moved to assist in utilizing digital marketing in the home industry for the middle to lower class to develop a business with technology/social media-based adaptation.

Assistance provided for the home industry in Kalidawir Village, Tanggulangin Sidoarjo, includes literacy/education digital marketing. The perpetrator's home industry needs to understand the basics of digital marketing, including platforms, social media, email marketing, SEO (search engine optimization), and online advertising. At this stage, the PKM team identifies the assisted subjects, conducts FGD, and provides digital skills collectively and individually (Matli & Ngoepe, 2020). In strengthening digital skills, the PKM team also involves the role of family (children or grandchildren) for the perpetrator's home industry, which has limited abilities and human resources due to age or educational factors.

**Second**, Design/Develop Strategy. The team classifies the type of business home industry and provides the right descriptions, ideas, and strategies according to the type of business and their business targets. One example is the assistance of creating a business location point on Google Maps. Of course, this assistance also provides a complete understanding of the story or personal branding so the impact can be seen more (Fachri et al., 2022). **Third**, Assistance in choosing the right platform according to the type of business or business you are engaged in home industry assistance. For example, Instagram is used for visuals, and LinkedIn is used for professional services. Product photo assistance is also carried out by the PKM team so that the platform is more attractive and gives consumers an impression when they see it. **Fourth**, assistance in optimizing content that is interesting, informative, and valuable for the audience. The PKM team understands that high-quality content can attract attention and build credibility.

**Fifth**, Analysis, and Adjustment: The home industry in Kalidawir Village needs to understand how to read and analyze the data generated from the digital marketing campaign. Mentoring can help them identify trends, customer behaviors, and areas that need improvement. At this stage, the involvement of digitally literate family

members needs to be carried out so that the innovations that have been carried out can continue to develop better and better. At this stage, the PKM Team collaborates with the PKK as well as the Asman Toga management in Kalidawir Village so that the assistance that has been carried out can continue to be sustainable. Revitalizing village accounts is also one of the ways to make a home industry. The public can inform those in the village through social media. This container home industry, especially those driven by IRT, can share ideas and problems to be solved together during scheduled routine activities at the PKK or Asman Toga Kalidawir Tanggulangin Sidoarjo Village. Of course, there will be challenges faced by actors in the home industry. Accessing capital and funding, networking gaps, and balancing business and family responsibilities will always be challenging (Adiana Adam, 2023). However, mentoring such as those carried out by the PKM Team of Yudharta Pasuruan University will increase awareness of the important role of family members in prospering the family economy.

The success of this mentoring can at least be measured from the results of the pretest related to the level of understanding of participants and post-test as an evaluation of improving the understanding and skills of participants when mentoring is carried out, which is summarized in six main points, as follows:

NO.	Measured aspects	Pretest (%)	Post-test (%)	Increased
1	Knowledge of digital marketing	10% very understanding, 70% low	50% very understanding, 85% understanding	Significance
2	Use of social media for promotion	15% often, 65% never	75% will use regularly	Significance
3	Understanding of SEO (Search Engine Optimization)	85% don't know	70% begin to understand	Significance
4	Digital content creation skills	10% professional, 60% never	65% feel they can create better content	Significance
5	Understanding paid advertising (Facebook/google ads)	10% understand, 80% do not understand	60% understand	Significance
6	Understanding digital campaign data analytics	80% don't understand	50% begin to understand	Keep

**Table 2. Results of the pretest and posttest of the level of understanding of mentoring participants**

*Source: Processed by Researcher, 2024*

#### 4. CONCLUSION

Digital marketing assistance in the home industry in Kalidawir Village, Tanggulangin Sidoarjo, is one of the efforts to improve the family economy. Home industry players can expand their business reach, increase sales, and even build a stronger brand by understanding their potential and a good understanding of digital marketing. Through this assistance, home-based business actors can gain the knowledge and skills necessary to face the challenges and opportunities the current digital market offers. Recommendations for further training are related to SEO strategies and digital data analysis to help Kalidawir Village MSMEs measure the effectiveness of their marketing campaigns.

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