Empowerment of Sekar Transad Women Farmers Group in Bandar Agung Village Through Digital Marketing Training (Pedial)

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Article Info	Abstract
	The development of the internet has influenced economic development. Therefore, it is necessary to understand business actors in implementing it. This community service activity is carried out in the form of training whose target is the Sekar Transad Women Farmers Group (KWT) regarding Digital Marketing (PEDIAL). The method used is to provide training to members of the Sekar Transad KWT, totaling 20 people, and held through the Zoom meeting application. As a result, KWT Sekar Transad members began to understand how to take good product objects, create attractive logo and packaging designs, and make sales using the Facebook and Instagram applications. In general, the basic capital owned by KWT Sekar Transad is quite good, then the potential for natural resources and village human resources is adequate, and the 4G internet network has reached various regions. Thus, the opportunity to apply the concepts described regarding PEDIAL is very possible. KWT members who take part in this training can alsp help other members or prospective business actors in running their business to make it easier and have a better impact.

INTRODUCTION

The development of information technology is growing rapidly and affects almost all aspects of life (Lubis, 2016). The internet is no longer something foreign to the public. The presence of the internet seems to eliminate the distance and time limits for obtaining information (Kosasih, 2016). Everyone can also communicate with other people, especially during the current COVID-19 pandemic situation which does not allow direct interaction. The internet can be interpreted as a wide and large global computer network, which connects computer users from one place to another around the world. Internet, which stands for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard.

The development of the internet has influenced economic development. Various buying and selling transactions that previously could only be done face-to-face or by telephone, are now much easier because they are done via the internet. More precisely, the marketing trend has changed from offline to online. Technological developments are increasingly expanding free trade, causing higher competition in trade. Business actors must understand in determining the marketing strategy of their products so that they have their own appeal in the eyes of consumers. Understanding of market conditions and the right market strategy will help business actors in winning market competition. One of the ways to do this is to carry out promotions which are one of the elements of the marketing mix, namely intermediaries between producer and concumers. (Kurniawati & Arifin, 2015).

Digital Marketing

Marketing is a social process by which individuals and groups of individuals obtain what they need and want by creating offers and freely exchanging products and services of value with others (Andespa, 2017; Kotler, 2005). Digital marketing according to Wsi (2013) is "The practice of promoting products and services in an innovative way, using primarilydatabase-driven distribution channels to reach consumers and customers in a timely, relevant personal and cost- effective manner" (Todor, 2016). Based on this definition, digital marketing is an innovative way of using databases and reaching individual consumers, cost-effective and timelier (Umar & Akhfar, 2021; Elida & Raharjo, 2019).

Product Packaging Design

In fact, the appearance of the packaging of a product has an influence in the eyes of consumers, because through the packaging, consumers get messages from the contents of the product in it, either through written information on the packaging, or from the appearance of a package that gives a distinct image or impression in the eyes of consumers so that consumers can decide to buy, or not to buy a product.

The main key to make a good packaging design is that the packaging must be simple, functional and create a positive emotional response that indirectly says: "buy me". Packaging must be able to attract attention visually, emotionally, and rationally. A good packaging design provides an added value to the product it packs. Packaging must give the best impression at the first glance of consumers, because it is the best impression that will greatly influence consumers' decisions to buy or leave the products offered by a particular company.

The creativity in the form of packaging display continues to develop day by day until now there are many unique and different packaging displays with various shapes and materials as product representations in them, where packaging is already one of the media in promoting products, because good packaging will represent the products in it. Packaging is the activity of designing and producing a container or wrapper as a product (Kotler & Keller, 2009; Mukhtar & Nurif, 2015), but packaging is not just a wrapper, because packaging gives a deep impression at first glance that makes consumers fall in love with a product and then decide to buy it or cancel a purchase (Apriyanti, 2018).

Instagram Sosial Media

Instagram is a photo sharing application that allows users to take photos, apply filters and share them to various social networking services (Febriani, 2019; Prihatiningsih, 2017).

In the training on making Instagram social media, the first thing that was given is an explanation of social media, the advamtages of having social media and how to create and use social media, especially Instagram as a means of product marketing. The reason for choosing Instagram social media as an online marketing tool is because in Indonesia there are millions of users of this social media (Pradikta et al., 2021). So, that is expected to be able to be used as a means of marketing as well as promotion of products produced by KWT Sekar Transad Bandar Agung. In creating this Instagram account, the email that was previously created by the user will be used.

Facebook Sosial Media

Facebook is a social networking website where users can join communities such as cities, work, schools, and regions to connect and interact with other people (Puspitaningsih et al, 2012). Besides being able to be used as a means of gathering and informing news, entrepreneurs also feel the positive impact of Facebook. Facebook can also be used as land for business. The business principle is that where there is a crowd of people, something can be sold there. For business interests and business opportunities, more and more companies are starting to understand the power of Facebook (Mujahidah, 2013).

Big companies are now not only using Mainstream media (TV, radio, and print media) to advertise or create brands. Brand creation and marketing strategies have now penetrated interactive websites and are often combined with social media such as Facebook. With Facebook, all you must do is upload photos and provide a description of the items being sold. All photos are

stored in a photo folder, very neat because they can be used as albums for each product category that is sold (Mujahidah, 2013).

There are still many members of KWT Sekar Transad Bandar Agung who do not understand digital marketing and do not understand what steps to take before promoting products on social media. Thus, this is the background of PEDIAL (Digital Marketing) activities as an effort to empower KWT Sekar Transad in Bandar AgungMasih Village, Terusan Nunyai District, Central Lampung Regency.

To overcome this problem, by holding a PEDIAL (Digital Marketing) training webinar, it is necessary for members of KWT Sekar Transad Bandar Agung. PEDIAL (Digital Marketing) training webinar activity to increase the understanding and knowledge of KWT members about digital marketing and the steps that must be taken before promoting on social media. The PEDIAL (Digital Marketing) training webinar activity for members of KWT Sekar Transad Bandar Agung is an effort to provide knowledge about digital marketing, the steps that must be taken before promoting on social media such as product photo techniques with smartphones, design/graphic techniques, promotional tips, and tricks via Facebook.

METHOD

The target of this PEDIAL (Digital Marketing) training activity is the community in Bandar Agung Vllage, Terusan Nunyai Sub-district, Central lampung Regency and in particular the members of the Sekar Transad KWT (Group of Women Farmers) Bandar Agung, amounting to 20 people from 20 different families. The method of implementing training activities begins with identifying the existing potential of the area. The economic sector was chosen in the form the Women Farmers Group (KWT), because there are quite a lot of business actors in this field. So, that later it has a big side effect for the economy of rural communities. The next stage is community involvement regarding the importance of digital marketing and the importance of using digital technology for their businesses.

The next stage in the form of selecting the most suitable for use is the Participatory Rural Approach in the form of training and mentoring. The use of social media today is very massive, where almost everyone is used every day. So that in this activity, training on the use of smartphones was carried out to support business activities, especially on how to take good product photos even though they only used a smartphone, how to design an attractive logo, how to use social media in marketing products (especially Facebook and Instagram social media). Strategy and knowledge of digital marketing trends are the focus of this training.

The next step is the implementation of activities, dedication to using the online system or via zoom. In general, this training activity includes: 1) exposure on the importance of knowing the development of digital marketing; 2) how to take good product photos using a smartphone; 3) how to design an attractive logo, and 4) how to use social media in marketing products (especially Facebook and Instagram social media).

The last stage of training activities is to review the results and evaluate. The evaluation was carried out by exploring the potential capabilities of KWT Sekar Transad members in terms of using digital technology, especially in the use of smartphones, next is the ability to use social media, and finally the ability to manage product promotion and marketing digitally.
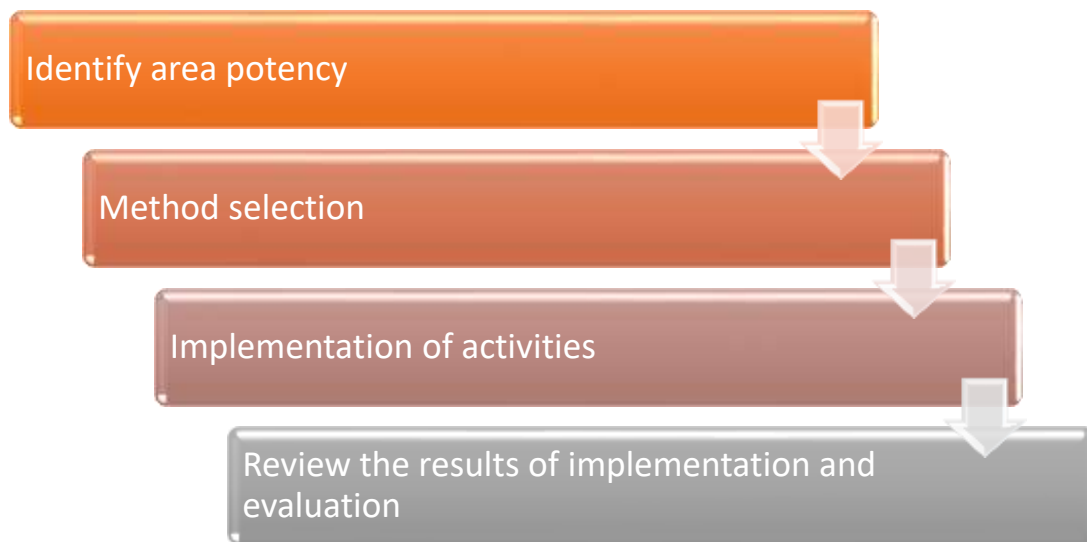
Figure 1. Research flow

RESULTS AND DISCUSSION

Service activities for KWT Sekar Transad Bandar Agung were carried out online for a full day on July 22, 2021 using the zoom meeting application. Materials on digital marketing include: How to take good product photos using a smartphone, how to design an attractive logo, how to use social media in marketing products (especially social media Facebook and Instagram).

The training module is made after conducting a field survey and reading several other local government regulations or policies that support and are in accordance with the problems at hand. As well as various literature reviews on digital marketing from both scientific journals and other internet sources.

Training Process

Members of KWT Sekar Transad Bandar Agung who participated in the training were given material in stages, namely, how to take good product photos using a smartphone, how to design an attractive logo, how to use social media in marketing products (especially Facebook and Instagram sosial media).

After being given the material, the training participants were invited to have a dialogue with questions and answere regarding the material that had been delivered. Meanwhile, the results of the evaluation that have been carried out to measure the success rate of this training activity program are that members of KWT Sekar Transad Bandar Agung can apply the things that need to be prepared before carrying out promotions and can implement product promotion strategies through their respective social media accounts.

Supporting and Inhibiting Factors

In general, the basic capital owned by KWT Sekar Transad Bandar Agung is quite good, then the potential for natural resources and village human resources is already a lot, and the internet connection network with 4G network has reached various regions. It's just that sometimes the network is a little disruptive so accessing the internet is a little difficult (Saputra, 2020). However, this happens only from time to time, such as when the weather is bad or when there is a power outage. Another factor that prevents this program from being implemented is that it is currently in the middle of the COVID-19 pandemic, so it is difficult to collect women from the KWT Sekar Transad directly due to the imposition of restrictions on community activities.

Thus, the opportunity to apply the concepts described regarding PEDIAL (Digital Marketing) is very possible. KWT members who take part in this training can also help other members or prospective business actors in running their business to make it easier and have a better impact. On the other hand, increasing knowledge about digital marketing includes how to take a good products photo even if you only use smartphone, how to design an attractive logo, how to use
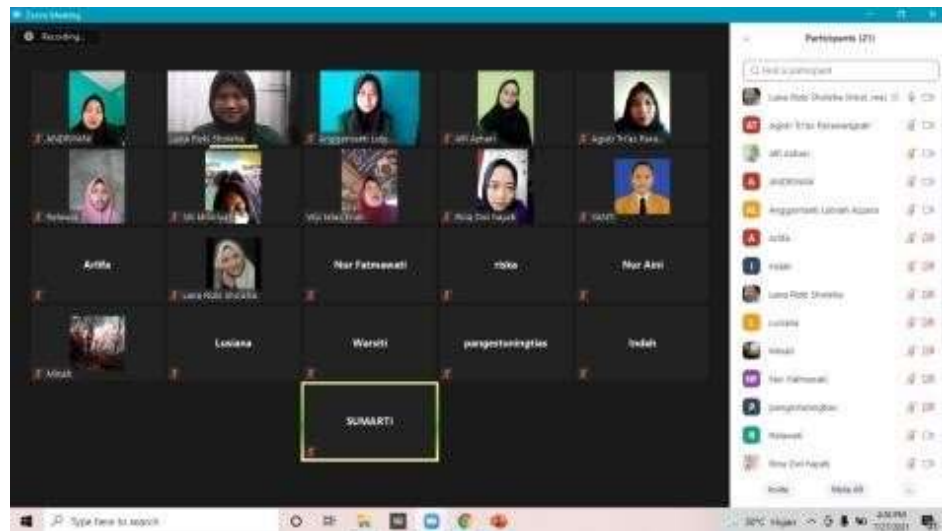
social media in marketing products (especially Facebook and Instagram social media). Considering the members of KWT Sekar Transad who do not all understand technology, especially in using smartphones, where the average KWT member is over 40 years old.

Therefore, this training was conducted to help dissemite knowledge about the importance of digital marketing. So that digital community empowerment can be achieved and can improve people's lives, especially members of KWT Sekar Transad Bandar Agung.

Activity Results

After the online training has been carried out, several achievements or results from the implementation of the training activities include:

1) A total of 20 members KWT Sekar Transad Bandar Agung attended PEDIAL (Digital Marketing) training in the context of empowering the Sekar Transad KWT in Terusan Nunyai District, Central Lampung Regency.

Figure 2. Implementation of Training Using Zoom Meeting

2) Members of KWT Sekar Transad Bandar Agung were very enthusiastic and interested in participating in the PEDIAL (Digital Marketing) training which was held as evidenced by the many questions and answers about the training materials.

3) They already know how to take good product photos using a smartphone, how to design an attractive logo, how to use social media in marketing products (especially Facebook and Instagram sosial media).

4) From the activities of training programs for members of KWT Sekar Transad held, several conclusions can be drawn, namely: (1) Members of the KWT Sekar Transad Bandar Agung, before attending this training, did not understand digital marketing and things that need to be prepared before promoting products on social media, (2) After they participated in the training knowledge and insight of the members of KWT Sekar Transad Bandar Agung increased.

Considering that this training is still limited to increase insight and understanding of the use of digital technology using smartphones. So, the most important thing is that policy makers, both village, sub-district, and district governments, can involve youth in planning and managing local products to be able to compete. So that the sustainability of the product will be maintained.

The following are examples of photos and packaging logo designs that have been made by members KWT Sekar Transad Bandar Agung after participating in the webinar PEDIAL (Digital Marketing):
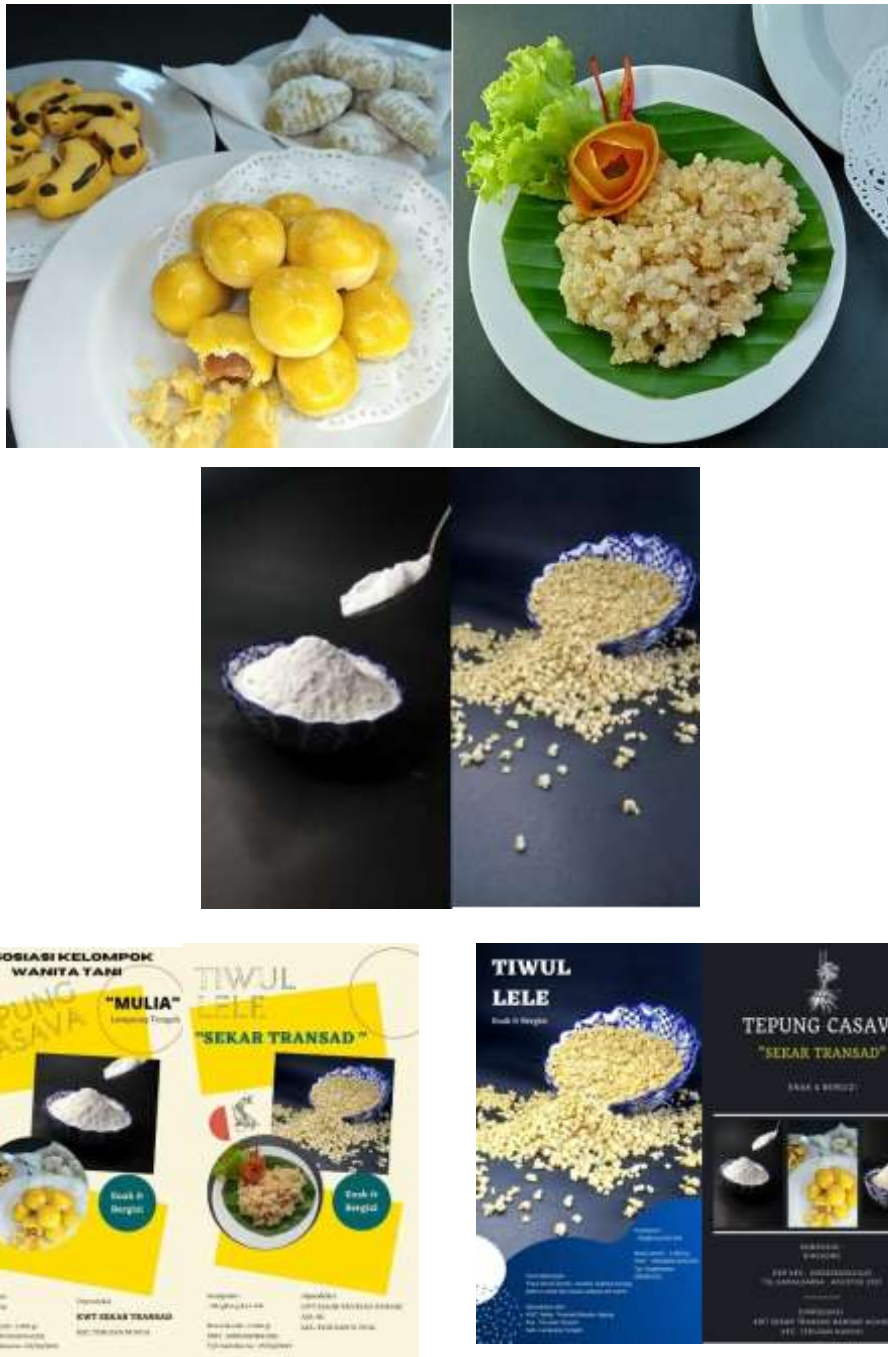
Figure 3. Photographs and Labels Made by Training Participants

CONCLUSION

With the Community Service Program in the form of training carried out with Bandar Agung Village Officials, Terusan Nunyai District, Central Lampung Regency, Lampung Province to provide training to KWT (Group Women Farmers) Sekar Transad business actors regarding PEDIAL (Digital Marketing). The purpose of this service is to provide information and education to KWT Sekar Transad about tips and tricks in doing digital marketing. As a result, KWT Sekar Transad members began to understand how to take good product objects, create attractive logo and packaging designs, and make online sales using Facebook and Instagram applications.

SUGGESTION

Based on the explanation above, for digital progress and community empowerment, I give some suggestions, including: KWT members can understand and apply the lessons they have

learned during PEDIAL(Digital Marketing) training activities in their daily lives to support the KWT business activities. Then the members of KWT Sekar Transad can also provide information and knowledge to business actors, prosperictive business actors related to digital marketing that they already know. Furthermore, to add references or expertise in addition to develop knowledge about marketing.

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