Socialization Digital Marketing Through Social Media In Increase Business Income of the Padang Tualang Village Community Regency Step up

Nurafrina Siregar

Department of Management, Universitas Pembangunan Panca Budi

ABSTRACT

This dedication is an application of the author's research conducted in July 202 3 , namely Socialization Digital Marketing Via Deep Social Media Increase Business Income of the Padang Tualang Village Community Regency step In this dedication the author will do socialization Digital Marketing SME Entrepreneurship in Increase Incomeam public Village field Tualang. The use of digital technology has influenced all aspects of human activities, including marketing. Digital-based marketing is used to acquire consumers, build their preferences, promote brands, maintain consumers, and increase sales which ultimately increases profits. Digital marketing allows buyers to obtain all information about products and make transactions via the internet, and allows sellers to monitor and provide for the needs and desires of prospective buyers without time and geographic limitations. Digital marketing is also a two-way communication method that can raise public awareness and engagement towards certain products and brands. The platforms that are often used for digital marketing are social media, especially WhatsApp and Instagram. Method used _ that is Work observations on Community Service in Padang Tualang Village, Langkat Regency have an important role in understanding the situation and problems that exist in the village. By using the method This, It is hoped that the Community Service team can make a significant contribution in formulate program development Which in accordance with need And potency village.

Keywords: Education Digital Marketing, Entrepreneurship, Social Media

Corresponding Author:

Nurafrina Siregar,
Department of Management, Faculty of Social Science, Universitas Pembangunan Panca Budi,
Jenderal Gatot Subroto Km 4,5 20122 Road, North Sumatera, Indonesia.
Email: nurafrina@dosen.pancabudi.ac.id

1.   INTRODUCTION

In the build a country, there are many indicators for State development , one the indicator is development economy , readiness public in entering the era of globalization , where with globalization This making the digital era even more develop [1][2][3]. However along the way development of the digital era[4][5][6][7]. No all public capable responsive and understanding of the changing era leaving the traditional aura behind society that doesn't capable follow as well as develop so will left behind [8][9][10]. Mothers _ _ _ House stairs in the area the coast is also included society that doesn't responsive in facing the era of globalization [11][12] [13][14]. Indonesia is a country that has Lots residents who haven't understand the digital era and not yet prepare self in facing an increasingly digital era proceed [15][16][17][2].

One of fruit from No capable facing the digital era is[18]. not yet Can independent in fulfil need daily, less knowledge about finished digital information often experience loss, in matter increasing criminal acts that exist in the digital era, for example (cases phone request a fund transfer, etc. Act criminal crime results The digital era also has an impact on violence child, no knowledge about face demanding era conditions public wise in filter information received [19][20][21]. With exists provision era globalization with given knowledge, training For productive produce performance, and bombed in face tricks filter information in the mass media and electronics[22]. This matter will make moms understand and minimize action detrimental action self Alone or anyone else.Provision and training this is very much needed remember Still many poor society responsive in facing

an increasingly digital era develop[23]. For do analysis situation circumstances region Padang Tualang, a number of factors that can be considered include other:

a. Geography And Environment: Understand characteristics geographical region, liketopography, soil type, and climate, as well as influencing environmental factors life society and economic sectors.

b. Demography: Collect data regarding population size, age composition, education level, unemployment rate, and population migration to understand the demographic profile of society.

c. Natural Resource Potential: Analyze the natural resource potential of the Padang Tualang region, such as agriculture, fisheries, forestry or mining, to identify economic sectors that can be developed.

d. Infrastructure: Review the availability and condition of infrastructure in the area, such as road networks, transportation accessibility, clean water sources, and electricity availability, to assess the level of connectivity and level of community services.

e. Problems and Challenges: Identifying the problems and challenges faced by the Padang Tualang community, such as poverty, lack of access to education and health, high unemployment rates, or social conflict, to formulate appropriate solutions.

f. Development Potential: Looking for opportunities and potential for regional development, such as tourism, creative industries, or agrotourism development which can become a source of income and improve the welfare of local communities.

Analysis situation the can done through primary data collection and secondary , as well as involve parties related , like government area , institution research , and society local.

2. RESEARCH METHODOLOGY

Based on the priority of the Partner's problems, according to the expertise possessed by the Proposing/Implementing Team of the activity and the agreement with the Partner for the period of implementation of the activity is 3 months by holding socialization to increase entrepreneurial insight SMEs , food making training, entrepreneurship training , and online sales to the Padang Tualang Village area.

The work procedure to support problem solving is by conducting training, education and mentoring partners. There will also be questionnaires given before and after the training.

3. RESEARCH RESULTS

3.1. Results

a. Method observation (observation).

Service work observation method in the village Padang Tualang, Langkat Regency is an approach used For observe And learn situation, condition, as well as activity Which happen in the village. This method aims to gain more understanding deep about problems and existing potential in village the.

The following is an explanation of the work observation method in Community Service in Padang Tualang Village:

Observation Preparation Before carrying out observations, the service team makes preparations which include understanding the objectives and problems to be researched, as well as determining the observation method that will be used. Preparation also includes collecting initial information about the village, its potential, problems and programs that have been carried out previously. Field Observations The Community Service Team carries out direct observations in the field to obtain the necessary data and information. Observations were carried out by observing community activities, natural resource potential, infrastructure, existing government programs, and various other aspects relevant to the Community Service theme. Data Logging. The Community Service Team systematically records data and information obtained during observations. Recording can be done using field notes, photos, videos. This is important to maintain the accuracy and readability of the data collected.

b. Method Interviews

interview method is one approaches used in carrying out real work activities in the village Padang Tualang, Regency Step up. Method This aim For collect data and information relevant to the theme or topic set in work real thematic.

The following is an explanation of the Community Service job interview method in the village Padang Tualang: Preparation Stage beginning from method This is preparation. Team Work real will identify topics or themes to be explored in Padang Tualang village. They will learn background behind And information base related theme the For prepare question Which relevant during process interview. Selection respondents

Team will determine group respondents Which relevant to interview. For example, if the thematic real work theme is education in villages, respondents can include teachers, students, parents, or figures public Which related with field the. Scheduling: Team will make an interview schedule with selected respondents. They will coordinate with related parties in Padang Tualang village to determine time and that place suitable for conducting interviews. Method interview Work studying Work real thematic involve interaction directly between real work teams and respondents who have knowledge and experiences related to the theme being researched. This allows the team to get outlook Which deep about condition, challenge, And opportunity in village Padang Tualang related to the theme Which set.

c. Method Documentation

Plan Documentation. Before start Community service , need made plan documentation that includes the type of documentation that will be carried out, such as Photo, videos, notes writing, or interview. Also, determine device Which will used For documentation, like camera. Collection Data During implementation of KKNT, collect data using the method which is in accordance with the theme or goal of Community Service. With good documentation methods, Community Service in Padang Village Tualang can be well documented. This documentation is not only useful for academic purposes, but can also serve as reference material for further development in the future or motivating society local in continue efforts Which has been done for Community service

3.2. Discussion

Stage 1 – Learn the Basics of Digital Marketing

a. Understanding Digital Marketing

According to (Gary, Wong, Philip Kotler , & John Saunders , 2008) Marketing is managing customer relationships profitably. The dual goal of marketing is to attract new customers by promising superior value and to retain current customers and grow by delivering satisfaction. E- Marketing or Digital Marketing according to (Chaffey & Mayer, 2009) is marketing which has a broader scope because it refers to digital media such as the web, e- mail and wireless media, but also includes managing digital customer data, and also how the Internet can be used. along with traditional media to acquire and provide services to customers. Nowadays everything is electronic. Marketers use technology to carry out business activities. E- marketing creates, communicates, and provides process value to customers using information technology systems, and to manage and maintain relationships with customers to obtain benefits for the company organization and its stakeholders (JaFRStrauss , 2009).

E- marketing uses information technology methods into traditional marketing principles. In the journal (Hidayat & Tobing, 2012) it is said that marketing and digital marketing have a very strong connection. if one starts exploring the business of marketing through the internet he will soon find that instead of looking for a few customers, he will now have the ability to reach millions of customers from a global approach and more specific groups and also from customers who are closer to him as well, the appeal is also wider than the business he previously owned. He can use social media as a market, and also have a targeted market.

Figure 1. Digital Marketing

b. Digital Marketing Strategy

Digital Marketing In its development, a business has always linked social media as one of the most effective tools for promotion. Just imagine if the business we run without support from social media, marketing cannot run effectively and perfectly. Social media marketing is very important for business development, especially in today's digital era, because apart from being easy to use, the costs required by business people to run a business through social media are also cheap. In this explosion of technology and

social media, marketing strategies have emerged that are trending and we need to pay attention. The following are digital marketing strategies that business people need to master to help market products: 1. Content marketing Content marketing is now the main focus for many brands considering its important role and how it works in social media, multimedia, search and mobile . Many companies still don't understand the importance of trends and how content marketing underlies almost all digital marketing . Content is the basis of all digital marketing and is very important for creating a brand awareness and reach the crowd. 2. Mobile marketing The continued increase in smartphone and tablet users has made marketing messages and content for mobile platforms a necessity. From these small devices, many consumers read content, even receive emails buy products. Therefore, companies are required to immediately redesign websites and blogs so that they are responsive to mobile devices. 3. Integrated digital marketing Social media and content have an important role in search results. Google has created Google+ for various reasons, one of which is to capture social signals. For this reason, make sure that each approach taken provides the possibility to tie them all together to achieve maximum effectiveness.

Stage 2 – Social Media
a. Social media marketing

Marketing strategy with utilize social media platforms . Marketing via social media assessed effective compared to method other . The reason business and customers direct can interact For finish request customer. Several social media platforms even provide advertisement paid For help promote product your business . For example, Facebook and Instagram are quite social media Lots do change . Both platforms are also supported activity marketing business with emit ads and business account features . Business will too get bait come back Good in form recommendation or testimonial customers who feel satisfied with your product. This matter Of course profitable for business Because increase credibility brands at a time conversion sale .

Figure 2. Social Media Components

b. Benefit business implement social media marketing, including :
   • Promotion Can done regular or Keep going continuous , fine paid or free.
   • Build credibility of your brand with the more many interaction business with customer
   • Bring in more lots of leads or prospect with method more easy
   • Increase conversion sales and income business
   • Economical or more cheap compared to promotion conventional
   • Interweave connection more Good with customer .

Stage 3 – Provide Direction

Apart from honing creativity, it is also necessary to provide direction to farmers so that what they make can continue to develop and survive in society in accordance with the objectives of the production economy, namely always being productive for their own agriculture.

4. **CONCLUSION**

The conclusions can be improved income SME entrepreneurship in the Padang Tualang Village Community through Digital marketing and use of Social media that is:

1. The change in marketing behavior from conventional to digital is not balanced by the existence of MSMEs who use digital marketing , even though MSMEs are believed to be able to stimulate the Indonesian economy. Utilizing digital technology-based marketing concepts is a hope for MSMEs to develop into economic powerhouses. MSMEs can use social media as a digital marketing tool . The advice that the author can convey to the public is that attending Digital Marketing training needs to be carried out more frequently to build awareness and understanding of digital marketing and the steps that must be taken to create and manage social media accounts. The material presented is tailored to the abilities of the students. participants, as well as a follow-up evaluation after the activity to find out whether the material presented was actually put into practice.
2. Apart from low costs and no need to have special skills in carrying out initial initiation, social media is considered capable of directly reaching consumers. If MSMEs understand the importance of digital marketing for their business, it is hoped that they will be motivated to use digital marketing as a means of communication and promotion, and can practice it directly by utilizing social media. Public Village as Actor _ businessman SMEs must develop the courage to try new things, act professionally , and patiently wait for the results while continuing to be creative.Provide a statement that what is expected, as stated in the "Introduction" chapter can ultimately result in "Results and Discussion" chapter, so there is compatibility. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion).

REFERENCES

[1] S. Sebayang, Nuzuliati, and S. Wahyuni, "Edukasi Kepada Perangkat Desa Tentang Motivasi Kerja Kepemimpinan dan Budaya Organisasi," vol. 1, no. 1, pp. 51–58, 2021.
[2] S. Batubara, S. Wahyuni, E. Hariyanto, and A. Lubis, "Webinar Menangkal Cyberporn Pada Internet dan Android Memanfaatan Add Ons dan Aplikasi Antipornografi Parental Control Di SMA Panca Budi," *J. Abdimas BSI J. Pengabdi. Kpd. Masy.*, vol. 4, no. 1, pp. 164–173, 2021, doi: 10.31294/jabdimas.v4i1.9048.
[3] E. Hariyanto and S. Wahyuni, "Sosialisasi Dan Pelatihan Penggunaan Internet Sehat Bagi Anggota Badan Usaha Milik Desa (Bumdes) Mozaik Desa Pematang Serai," *J. ABDIMAS BSI*, vol. 3, no. 2, pp. 253–259, 2020.
[4] S. Wahyuni *et al.*, "OPTIMALISASI APLIKASI MEDIA SOSIAL DALAM MENDUKUNG PENDAHULUAN Desa Petang Serai adalah salah satu Desa yang terdapat di Tanjung Pura . Mayoritas mata pencarian penduduknya adalah bertani , peternak ikan lele , jangkrik . Desa Pematang Serai memiliki Bumd," vol. 3, no. 2, pp. 129–134, 2020.
[5] G. Guntoro, L. Lisnawita, and M. Sadar, "Pelatihan Internet Sehat dan Aman bagi Siswa SMK Masmur Pekanbaru," *J. Pengabdi. Pada Masy.*, vol. 4, no. 2, pp. 223–230, 2019, doi: 10.30653/002.201942.105.
[6] S. N. Millah and A. S. Fitrani, "Web-Based Digital Marketing Application for Sales of Sacrificial Animals in Kandang Qurban Ganggang Panjang Village , Sidoarjo Aplikasi Digital Marketing Penjualan Hewan Qurban Berbasis Web Pada Kandang Qurban di Desa Ganggang Panjang Sidoarjo," vol. 2, no. 2, 2022.
[7] S. Wahyuni, D. J. Sari, H. Hernawaty, and N. Afifah, "Inovasi Penjualan Ternak Sapi dan Kambing Berbasis Website Menggunakan Metode Agile Scrumban," *Brahmana J. Penerapan Kecerdasan Buatan*, vol. 4, no. 1A, pp. 93–99, 2022.
[8] S. Wahyuni, D. J. Sari, H. Hernawaty, and N. Afifah, "Implementation of the Ternakloka Application membership method in increasing livestock sales in Kota Pari Village," in *International Conference on Sciences Development and Technology*, 2022, pp. 197–202.
[9] S. Wahyuni, D. J. Sari, H. Hernawaty, and N. Afifah, "TERNAKLOKA: A WEB-BASED MARKETPLACE FOR QURBAN AND AQIQAH," *JURTEKSI (Jurnal Teknol. dan Sist. Informasi)*, vol. 9, no. 2, pp. 249–254, 2023.
[10] S. Wahyuni, H. Hermansyah, and M. B. Yel, "Aplikasi Bank Sampah Berbasis Website Dalam Mewujudkan Desa Bebas Sampah," in *Prosiding Seminar Nasional Riset Information Science (SENARIS)*, 2022, pp. 242–250.
[11] M. Siregar, Zamriyetti, S. Wahyuni, and Rahmaniar, "Pelatihan Sistem Tanam Hidroponik Kepada Para IBu Jalasenastri FASHARKAN Belawan," *J. Abdimas Hawari, J. Pengabdi. Kpd. Masy.*, vol. 1, no. 1, pp. 9–17, 2021.
[12] B. Mesra, S. Wahyuni, M. M. Sari, and D. N. Pane, "E-Commerce Sebagai Media Pemasaran Produk Industri Rumah Tangga Di Desa Klambir Lima Kebun," vol. 1, no. 3, pp. 115–120, 2021.
[13] S. Wahyuni, B. Mesra, A. Lubis, and S. Batubara, "Penjualan Online Ikan Asin Sebagai Salah Satu Usaha Meningkatkan Pendapatan Masyarakat Nelayan Bagan Deli," *Ethos J. Penelit. dan Pengabdi. Kpd. Masy.*, vol. 8, no. 1, pp. 89–94, 2019.
[14] A. Lubis, E. B. Nababan, and S. Wahyuni, "PENINGKATAN SDM PROMOSI DINAS PARIWISATA SAMOSIR MELALUI PELATIHAN WEBSITE MENGGUNAKAN CMS WORDPRESS," *JMM (Jurnal Masy. Mandiri)*, vol. 6, no. 6, pp. 4576–4586, 2022.
[15] Wulandari, I. Prayoga, B. H. Putro, and R. S. Wahyuni, "Rancangan Aplikasi Penjualan Hewan Qurban dan Aqiqah Pada Raisha Farm Guna Memperluas Area Penjualan," vol. 4, pp. 215–222, 2021.
[16] S. Wahyuni and B. Mesra, "Mozaik BUMDES Waste Bank Application Development Using Android-Based GPS," *J. Mantik*, vol. 6, no. 3, pp. 2781–2788, 2022.
[17] S. Wahyuni and F. Wadly, "Application Of Inventory And Service Transactions On Web-Based Cv Medan Teknik using the Agile Kanban Method," *Int. J. Comput. Sci. Math. Eng.*, vol. 2, no. 1, 2023.
[18] S. Supiyandi, C. Rizal, M. Iqbal, M. N. H. Siregar, and M. Eka, "Smart Home Berbasis Internet of Things (IoT) Dalam Mengendalikan dan Monitoring Keamanan Rumah," *J. Inf. Syst. Res.*, vol. 99, no. 99, pp. 1–7, 2023, doi: 10.30865/jurikom.v9i1.9999.
[19] S. Wahyuni, "Implementation of Data Mining to Analyze Drug Cases Using C4.5 Decision Tree," *J. Phys. Conf. Ser.*,

vol. 970, no. 1, 2018, doi: 10.1088/1742-6596/970/1/012030.

[20] S. Wahyuni, S. Batubara, and O. Mendalin, "TRANSFORMASI PROMOSI DIGITAL OBJEK PARIWISATA DIKABUPATEN: PKM," *J. Abdimas HAWARI J. Pengabdi. Kpd. Masy.*, vol. 1, no. 1, pp. 26–33, 2021.

[21] S. Wahyuni, Suherman, and K. P. Harahap, "Implementasi Data Mining dalam Memprediksi Stok Barang Menggunakan Algoritma Apriori," vol. 5, pp. 67–71, 2018, doi: 10.31227/osf.io/nzk27.

[22] S. Supiyandi, C. Rizal, and B. Fachri, "Implementasi Model Prototyping Dalam Perancangan Sistem Informasi Desa," *Resolusi Rekayasa Tek. ...*, vol. 3, no. 3, pp. 211–216, 2022, [Online]. Available: http://djournals.com/resolusi/article/view/611%0Ahttps://djournals.com/resolusi/article/download/611/396

[23] S. Supiyandi, C. Rizal, M. Zen, and M. Eka, "PELATIHAN PERANGKAT DESA DALAM PENERAPAN METODE WATERFALL PADA SISTEM INFORMASI DESA," *JMM (Jurnal Masy. Mandiri)*, vol. 6, no. 3, pp. 2346–2356, 2022.