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## **Utilization Of Digital Marketing For Kaca Cipta Mandiri MSMEs**

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### **Abstract**

The purpose of this community dedication that was done by executor to Kaca Cipta Mandiri is increasing their customer by 10% and about 10% of minimum income by giving a solution and idea for the problems faced by the owner of business. The main problem faced by the owner is lack of knowledge incessantly by using social media and implement the digital marketing. Usually, the workshop only provides goods by direct selling and worth of mouth strategy so that the business hasn't growing rapidly and public still don't have any knowledge about the workshop. Data collection of practical work is using 2 methods, that is survey and interview to find out the business's background and problems that the business is facing. And using observation method that was useful for concluding the problems and proving ideas using digital marketing using one of promotion mix, that is direct marketing. The media used are Instagram, Whatsapp Business, E-catalogue, and Linktree Website. The result of implementing digital marketing is the availability of social media accounts such as Instagram, Whatsapp Business, E-catalogue and Linktree Website under Kaca Cipta Mandiri's business name. The implement done created selling record for up to 5% and selling income for about 5% based on inquires over whatsapp business and suggestion for the next student creativity program is the usage of digital marketing that is currently being implemented can be added with more the latest various marketing systems.

**Keywords:** Digital Marketing, Promotion Mix, Direct Marketing.

### **Introduction**

The advances in information technology is spreading through all circles, from the children to adults, and even elderly still motivated to keep up with the development of information technology, such as social media and e-commerce or the other digital technology that cannot be separated from the internet. By the spread of the internet to all over country, make someone have to understand it's operation (Sholihin et al., 2018). According to internetworldstats database, that indonesia is in the third position of the largest internet usage in asia with a total of 212,35 million user on march 2021 (Kusnandar, 2021).

The development technology, digital world and internet also has an impact on marketing world. Marketing concept is moving from traditional to modern. The

internet has changed consumer behavior in obtaining information from magazines, newspaper, television, and radio, but now someone only obtaining the information from digital media (Sumarsono, N., et al 2022). With the digital marketing strategy customers have the potential to receive various information about the product and will do the transactions via internet. Digital marketing is a promotional activity and market search through online digital media and various means like social network (Purnama et al., 2017).

There is one of strategy marketing called promotion mix. According to Amin et al., (2021), Promotional mix is a communication tool consisting of a combination of promotional tools used by the company. In general, these promotional tools have a close relationship, so they cannot be separated, because they are mutually supportive and complementary. According to Kotler and Armstrong (2016), the promotional mix consists of 5 (five) promotional tools, which is advertising, sales promotion, personal selling, public relations and direct marketing. Using the digital market will be more effective and efficient in marketing. Even more to promote the products in social media doesn't required a budget to pay for printing, licensing and also the installation.



Picture 1. Internet and social media user trend database in Indonesia 2021

Source: Riyanto (2021)

According to Picture 1 published by We Are Social in 2021, It can be seen that people in indonesia make mobile connection as much as 125,6%, for internet user is 73.7% and active social media user is 61,8%. This indicates that the potential for online shopping and the use of the internet as a platform to promote bussiness is growing in indonesia.



Picture 2. Percentage of internet users in Batam City

Source: BPS (2020)

For Batam itself the usage of internet as much as 74,07%, This percentage includes to social media users. So the bussinessman don't need to worry and keep the promotion in social media. Therefore, digital marketing for Bussinessman is important because there is ability of customers to follow the flow of digitalization.

There is a significant role of Micro, Small & Medium Enterprises (MSMEs), to accelerated the economic of Indonesia and also to create jobs. By utilizing the marketing concept, namely digital marketing it can help and give hope MSMEs to develop and become a source of economic strength (Purnama et al., 2017). Currently, business competition is getting tougher in the digital economy due to the development of information technology, therefore every entrepreneur must pay attention this phenomenon and also must know and mastering the digital marketing that is related to digital economic. Information technology must really used by all entrepreneur to become advance (Sholihin et al., 2018).

Kaca Cipta Mandiri is one of the MSMEs that located in Batam City. This shop is engaged in aluminum and glass. Besides of selling aluminium and glass, this shop also focuses on manufacturing based on customers request like making aluminium door, display table, kitchen shelves, etc. The marketing carried by this shop is only worth of mouth, not using social media to do the marketing so the customers do not know about this shop. The implementation of this community service expect to help the business owned by Mr. A Thung to grow more rapidly and can be known more widely also improve the minimum selling 10% and minimum income 10% by carry out the digital marketing strategies. I set this 10% target based on observation and interview that I have done, because this program is the first time the shop has tried, so I have not be able to see how far the impact of social media to the business owner. Then because the business that is run and marketed is not a basic need that is Always sought so that it cannot target at the high percentage

### Problem

- (1) Lack of marketing and introduction to the shop, so that is still limited range to people of Batam City. Moreover there is competitor in the same field, eventually this shop become less competitive. The Owner of Kaca Cipta Mandiri is also not aware of the incessant marketing products through social media and also does not have a product catalog so the customers do not know the products offered.
- (2) Even now the entrepreneurship are being impacted by the covid-19 pandemic, so sales and income are decreasing by up to 70% around Rp.5.000.000,- permonth, during this pandemic the monthly income only around Rp.1.500.000,-.

With the existing problem, so it is necessary to introduce the shop and products by utilizing the digital marketing, and also to knowledge the owner that currently social media is very intense among the public and competitors. Utilizing the digital marketing can increase the sales and income for Kaca Cipta Mandiri. Based on the above background, so the executor wants to carry out the activity called **“Utilization Of Digital Marketing To Kaca Cipta Mandiri MSMEs”**

### Methods

Data collection methods are use to obtain data or information need in obtaining the objectives of the activity. The importance of data collection techniques so the implementation of community service can know the problems and conditions that exist in these MSMEs. The object of this practical work report is Kaca Cipta Mandiri. Data collection in this implementation using 2 methods with the following description:

#### (1) Survey and Interview

Before carry out this practical work, First thing the executor take is to ask the business owner for permission to be able carry out this practical work. Then the executor also interviewing the business owners to find out the background of the business and the problems it faces.

#### (2) Observation

Observations that is carried by the executor is to observing the Kaca Cipta Mandiri to see the shortcomings and strategies that existed in this MSMEs which resulted in the lack of progress of the business. Then, from the observations made, it is getting the conclusion there are shortcomings to marketing in terms of digital marketing, so that the executor propose ideas to business owners to carry out digital marketing strategy designs so their business can be more advanced in the future and be known widely.



Picture 3. Visiting the Kaca Cipta Mandiri  
Source: Executor (2021)

The design of the utilization of digital marketing for the Kaca Cipta Mandiri use one of the promotion mix strategies. The promotion mix is a solution that is designed and will be implemented in order to fix the problems that exist in the Kaca Cipta Mandiri. The promotion mix that executor implemented to this shop is direct marketing. Location of this community service is at Kaca Cipta Mandiri, which is located at Bengkong Indah 2 Block C No. 59, Batam City. The implementation time of this activity is 4 months long, starting in September 2021 and ending in December 2021.

The implementation stage of practical work there are several stages that will be carried, as follow:

(1) Preparation stage

By survey to the location where this practical work will be carried, then obtaining approval from the business owner, then conducting interviews with business owners to find out what business they are running and their business background also continued by knowing what problems exist in their business.

(2) Implementation stage

Starts with taking photos of the products they sell, then getting photos of manufacturing such as the results of making shelves for gallons ordered by customers. The next step is to design the project output. The last stage is conducting training and monitoring.

(3) Stages of Assessment and Reporting

By preparing practical work reports, evaluating and rating the practical work by the owner of the Kaca Cipta Mandiri. Then, evaluation by the lecturer in the form of presentations or supervisor visits to the location and finally the hardcover collecting to BAAK.

Activity	September				October				November				December			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
<b>Preparation phase</b>																
Site Survey	█															
Asking permission owner to get carry out the practical work program		█														
Knowing the problems that exist in the business		█														
Advisory Lecturer Consultation		█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
<b>Implementation Stage</b>																
Product Documentation and Work Results				█												
Project Outcome Design					█	█	█	█								
Training and Monitoring									█	█	█	█	█			
<b>Assessment and Reporting Stage</b>																
Preparation of Internship Reports			█	█	█	█	█	█	█	█	█	█	█	█	█	█
Finalization														█	█	█

Tabel 1. Schedule of Activities at the Kaca Cipta Mandiri  
 Source: Executor (2021)

No	Activity Plan	Budget Type	Volume	Unit	Unit	Amount
1	Observation and Interview	Consumption Cost	8	Time	Rp 50,000	Rp 400,000
		Transportation costs	8	Time	Rp 50,000	Rp 400,000
		Internet Connection Fee	3	Month	Rp 105,000	Rp 315,000
2	External Design	Logo Design Fee	1	Time	Rp 100,000	Rp 100,000
		Cost of Making E-catalogue	1	Time	Rp1,000,000	Rp1,000,000
		Consumption Cost	12	Time	Rp 50,000	Rp 600,000
		Transportation costs	12	Time	Rp 50,000	Rp 600,000
		Internet Connection Fee	4	Month	Rp 105,000	Rp 420,000
3	Accompaniment Implementation outside	Consumption Cost	3	Time	Rp 50,000	Rp 150,000
		Transportation costs	3	Time	Rp 50,000	Rp 150,000
		Internet Connection Fee	4	Month	Rp 105,000	Rp 420,000
4	Making report	Report printing costs	1	Time	Rp 400,000	Rp 400,000
		Consumption Cost	1	Time	Rp 50,000	Rp 50,000
		Transportation costs	1	Time	Rp 50,000	Rp 50,000
<b>TOTAL BUDGET</b>						<b>Rp5,005,000</b>

Tabel 2. Budget for Activities at the Kaca Cipta Mandiri  
Source: Executor (2021)

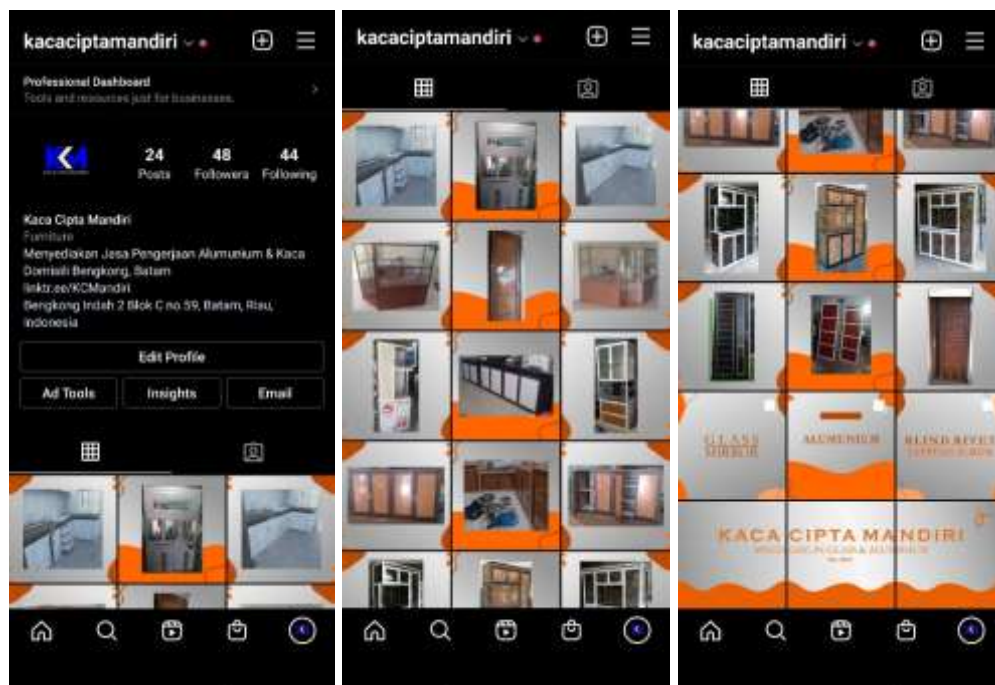


## Result and Discussion

This implementation activity started from September 2021 and Ends in December 2021. So the implementation time will be 4 months long. This implementation process consists of 2 executors that will help owner of the business in dealing with the problem they faces. The ideas that will be applied is designing the use of digital marketing for the Kaca Cipta Mandiri and using one of the promotion mix strategy. Promotion mix is a solution that executors design and will be implement in order to overcome existing problems. Promotion mix that will be implemented in this store is direct marketing with social media such as Instagram, WhatsApp business, e-catalogue and also the linktree website.

### (1) Implementation Through Instagram

The creation of an Instagram account is an implementation that is carried by and to recommend the owner of the Kaca Cipta Mandiri. Beside of creating an account, the Instagram feed will also design to make it look more attractive. With Instagram, customers can get to know this business briefly, and so they can find out what is this shop sells. There is also a linktree website listed on Instagram, so if customers want to know more about Kaca Cipta Mandiri, they can click on the link.



Picture 4. Kaca Cipta Mandiri Instagram Account

Source: Executors (2021)





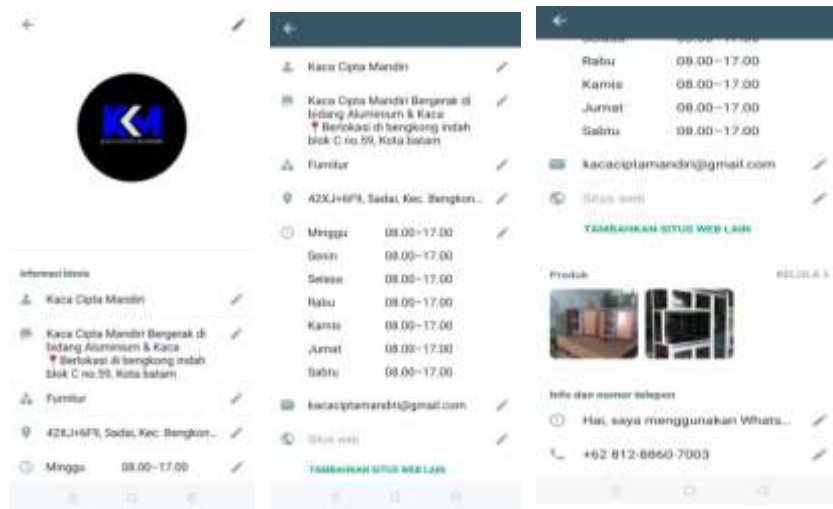
Picture 5 Accounts Reach

Source: Executors (2021)

It can be seen in picture 5 which shows that there are 276 impressions at this store, this number can be said to be quite high. A high impression shows this post is often seen by Instagram users. And his profile visits reached 111 accounts in 1 month, which indicates that potential customers are getting to know the business run by Mr. A Thung.

## (2) Implementation Through Whatsapp Business

Creating a whatsapp business account is an implementation that is carried out and is recommended to the owner of the Kaca Cipta Mandiri. The whatsapp business profile is filled with the store description, then creates a chat bot and finally enter the e-catalogue. With such information like that, the customers can get to know the business of Mr. A Thung in detail and can directly contact the business owner regarding the item they want to order and make or consult first. During the implementation of whatsapp business, it was seen that there were already customers who tried to contact this store and started ordering the items. An increase in orders around 5% and income around 5% through WhatsApp business which can be seen in Picture 8. Slowly, the Kaca Cipta Mandiri will grow little by little.

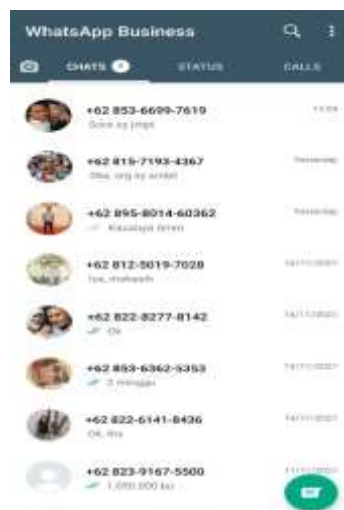


Picture 6. Whatsapp Business Account

Source: Executors (2021)



Picture 7. Chat Bot  
Source: Executors (2021)



Picture 8. Chat With Customers  
Source: Executors (2021)



Picture 9. E-Catalogue in Whatsapp Business  
 Source: Executors (2021)

(3) Implementation Through E-Catalogue

Making an e-catalogue is an implementation that is carried out and recommended to the owner of the Kaca Cipta Mandiri. The usage of the e-catalogue is to display the results of the work manufactured by the Kaca Cipta Mandiri along with its specifications. As well as the existence of an online e-catalogue, customers do not need to come to the shop to see the catalog. Simply by clicking on the link provided, the e-catalogue can be seen.

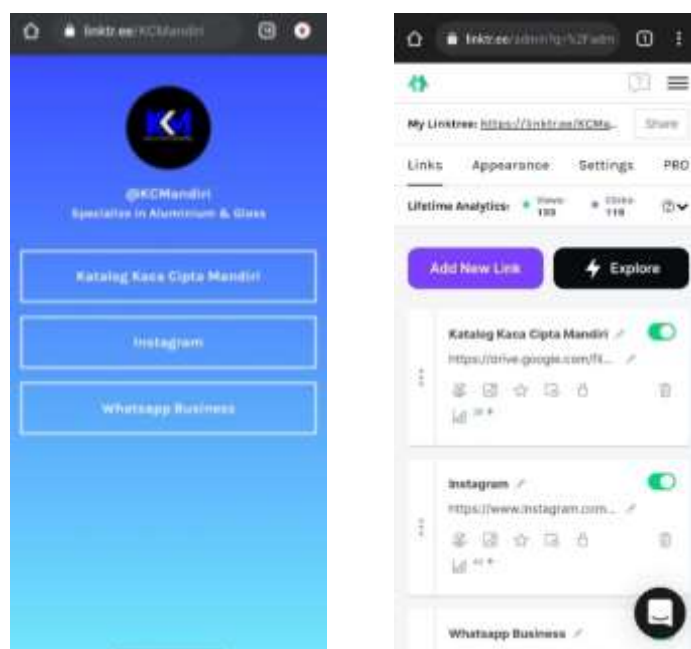




Picture 10. E-Catalogue Results  
Source: Executors (2021)

(4) Implementation Through the Linktree Website

Making a linktree website is an implementation that is carried out and is recommended to the owner of the Kaca Cipta Mandiri. This website is very helpful for business owners to put social media links owned by Kaca Cipta Mandiri, so the customers don't need to ask how to order, what to sell and product specifications, as well as e-catalogue. Customers only need to click on the linktree website listed on Instagram, then the things they want are listed there. It can be seen in Picture 11 there are results of the number of views and clicks. The number of views from this linktree is 133 views and for the number of clicks is about 119 clicks, these shows there are starting to see Kaca Cipta Mandiri, so that they can attract customers from not knowing this shop to becoming familiar. The reach of customers will be closer and wider and will slowly make this shop grows.



Picture 11. Linktree Website & Lifetime Analytics  
Source: Executors (2021)

In the application of digital marketing, there are advantages and disadvantages that occurred. The advantage received by Kaca Cipta Mandiri is by using the social media, business owners can build and increase brand awareness through uploads on social media, then easy access to social media so the potential customers can easily see the items sold by this store, from this activities it also increased its sales about 5% as well as its revenue about 5%. From these advantages, there are also weaknesses in this activity such as the possibility of identity theft or products that can be misused by irresponsible persons, and also competition will be tight because now is a digital world so this shop is not only promoting through the social media. Of course, business owners must continue to pay attention to the strategies that implemented.

### Conclusions

There are several conclusions in implementing the utilization of digital marketing at the Kaca Cipta Mandiri, Which is:

- (1) After the implementation, the results achieved are the availability of an Instagram account that displays its products, the availability of the Linktree website which makes it easy for customers to connect directly to the information, like to communicate via WhatsApp Business or see the e-catalogue owned by Kaca Cipta Mandiri. With the implementation of digital marketing, namely direct marketing, there is an increase in sales about 5% and income around 5% at this store. Customers began to make transactions via WhatsApp Business which indicated that Kaca Cipta Mandiri was starting to develop little by little.
- (2) Initially, these MSMEs only did offline marketing or with a word-of-mouth strategy because business owners did not understand the incessant of online marketing. This shop also does not have a marketing plan for its business so that the Kaca Cipta Mandiri is not widely known by the people of Batam City. With this activity, this shop has switched to digital marketing and can market its products by online.

In order for the program that is run for Kaca Cipta Mandiri can be maintained and developed, namely always updating their social media so, the customers will continue to see the latest stuffs and recruit new employees to handle their social media, so this program can keep going and keep growing. Then the recommendation of the executor recommends is the utilization of digital marketing that the executor applies to the Kaca Cipta Mandiri, which can be added more with the latest marketing systems for PkM in the future.

And thanks from the executor regarding to Mr. Dr. Johny Budiman, SE, SH, MM, M.Ak. as a supervising lecturer and also to Mr. A. Thung as the owner of the Kaca Cipta Mandiri who is very helpful in implementing this activity.

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