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## **Preparation Of Digital Marketing Strategies In The Abakura Matic Business**

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### **Abstract**

Digital marketing is one of the marketing strategies using the internet and information technology to expand traditional marketing functions. Digital marketing can help marketers establish relationships with customers to increase customer loyalty. The use of digital marketing is widely practiced by several companies. In addition to digital marketing, another factor that can affect customer loyalty is customer satisfaction. Because to retain old customers, marketers can increase satisfaction. If the customer is satisfied, then he will show repurchase behavior and encourage loyalty. this research aims to develop a marketing strategy so that the business being run now is increasing and is also increasingly recognized by the wider community through digital marketing that will be applied. for example, such as being more active on Instagram social media by creating interesting photo or video content and can capture the attention of the wider community.

**Keywords:** *Digital marketing, social media, marketing strategy*

### **Introduction**

Abakura Matic is a business engaged in the automotive sector, Abakura Matic is a business engaged in repair services, especially cars located in the Sungai Harapan Workshop complex Blok B no. 18A. Abukara Matic car repair shop was established in 2020 when Covid-19 hit. The advantage of the Abakura Matic is that it accepts calls to come to consumers when other repair services around the area are only waiting for the arrival of consumers and if consumers need sudden services such as a dead engine in the middle of the road or a broken car on the road. The workshop is open from 08:00 am to 18:00 pm. Abakura Car is quite well known by the community around Sekupang, Abakura Matic is one of the car repair shops that has been running for almost two years, located in the Sungai Harapan workshop complex. Therefore, this Abakura Matic has many competitors in the field of car repair business. however, even so, this workshop can still compete with workshops around the workshop complex by always providing good service quality in its

business, it will create customer satisfaction. If the customer is satisfied with the product or service he receives. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. Customers will repurchase and provide recommendations to others to buy or return to that place. Unfortunately, the use of digital marketing for this workshop is still lacking. This workshop even only has social media as its marketing use, namely Instagram. However, this workshop is not active enough on Instagram social media. Therefore, the use of digital marketing in this workshop business needs to be applied so that people know the existence of this Abakura. By using digital marketing on social media well and up to date, it will certainly increase the number of customers who come to do car maintenance and also repair cars. Because, the use of digital marketing on social media among business people is currently being widely used and social media currently also has many special marketing features such as Instagram Ads, Facebook Ads, etc. which, with this use of digital marketing on social media, will increase the number of customers who come to do car maintenance and also do car repairs. Which, with this, the use of digital marketing on social media is very important and is one of the strategies for better company sustainability.

The purpose of this project is to help increase sales compared to the previous year at this Abakura Workshop business. then also to help increase additional new customers and maintain the loyalty of old customers.

The benefits of the project that will be implemented for the owner are:

- a. The results of this study can be a suggestion for companies that digital marketing is very helpful in business continuity. Then, by doing digital marketing strategies will also attract many new customers and maintain loyal customers.
- b. Business owners can easily run their business with only cellphone and internet capital.

The problem of this project is to design digital marketing that can help the project to get more customers and reach the target. Digital marketing is an effort to promote a brand using digital media that can reach consumers. Therefore, the author will analyze the digital marketing in social media to help the company in getting more customers, achieving the company's target goals, creating a better company brand and more recognized by the public not only in Batam City.

## **Methods**

- Data Collection Technique

The techniques used to collect data are direct observation, interviews and documentation with the owner of the Abakura Matic Workshop to collect information so that the author can analyze the difficulties faced by the business.

- Observation Method

The author makes observations by going directly to the field, namely to the shop directly and meeting the owner of the Abakura Workshop. The author observes the location, work process and the number of employees working. The purpose of the observation technique is to understand the system used and what digital marketing activities are carried out. The author found that the obstacle faced was the lack of a digital marketing promotion strategy. In addition, the lack of a digital marketing system is done.

- Interview Method

The author discusses the problems faced by the company through interviews. Then the author asks questions and asks the owner of the company to answer them. The purpose of the interview itself is to collect explanations about information that will be used in practical work. The following questions were asked during the interview.

Table 1.  
Project Schedule

| <b>No</b> | <b>Date</b>        | <b>Activites</b>  |
|-----------|--------------------|---|
| <b>1</b>  | 2 September, 2022  | Conduct surveys and search for practical work locations.                      |
| <b>2</b>  | 4 September, 2022  | Interview and request permission to do practical work with the company owner. |
| <b>3</b>  | 19 September, 2022 | Started drafting the practical work proposal..                                |
| <b>4</b>  | 13 October, 2022   | Proposal submission and approval by lecturers supervisor and study program    |
| <b>5</b>  | 5 November, 2022   | Make observations and gather information.                                     |
| <b>6</b>  | 17 November, 2022  | Implementation of digital marketing strategies at Abakura Matic Workshop.     |
| <b>7</b>  | 21 November, 2022  | Pengimplementasian strategi pada Bengkel Abakura Matic.                       |
| <b>8</b>  | 2 December, 2022   | Finalize the report.  |

Source: Author (2022)

Below are the budgeting for the business development :

Table 2.  
Budget for Business Development

| No | Activities             | Volume | Unit  | Price per unit | Total            |
|----|------------------------|--------|-------|----------------|------------------|
| 1  | Transportation         | 5      | times | 100,000        | 500,000          |
| 2  | Internet Package       | 10     | weeks | 100,000        | 1,000,000        |
| 3  | Transportation         | 10     | times | 100,000        | 1,000,000        |
| 4  | Food and beverage      | 10     | days  | 50,000         | 500,000          |
| 5  | Consumable Expenses    | 4      | pcs   | 250,000        | 1,000,000        |
| 6  | Other Expenses (Print) | 100    | pcs   | 10,000         | 1,00,000         |
|    |                        |        |       | Total Budget   | <b>5,000,000</b> |

Source: Author (2022)

## Result and Discussion

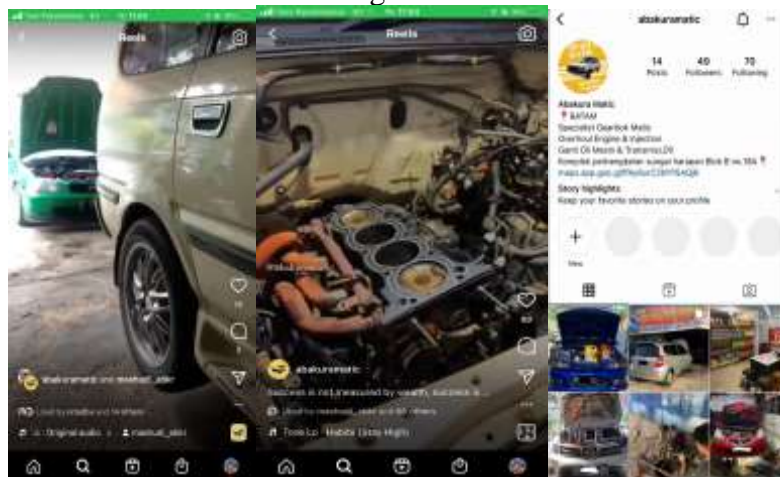
### Activity Output Design

Based on the analysis of the problems that have been applied, the author gets the right and correct solution to overcome the problems that occur in the UMKM Bengkel Abakura business. The solution that will be applied is in the form of creating interesting photo or video content and has good aesthetics for Instagram social media. Then making a rating or review on Google is also done by the author in order to create trust and awareness to customers who want to maintain or repair their cars at the Abakura Matic.

The results after the implementation of digital marketing strategies in the Abakura Matic Workshop MSME business can be seen in the figure below:

Picture 1.

Instagram Account



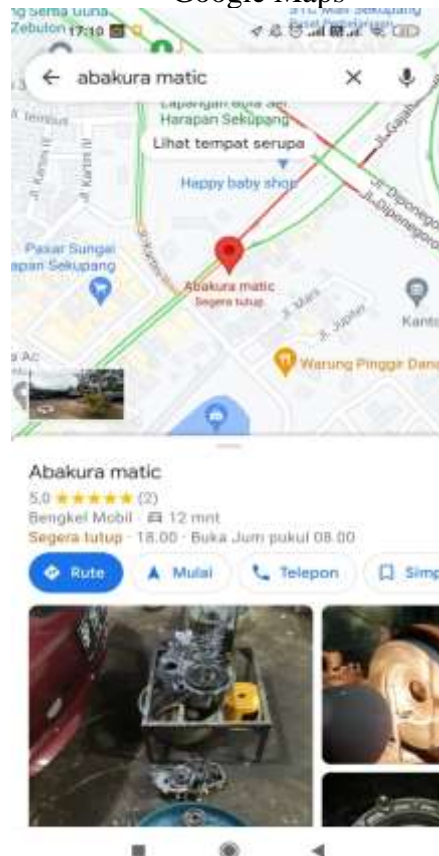
.Source: Author (2022)

Picture 2  
Whastapp Bussines



.Source: Author (2022)

Picture 3  
Google Maps



.Source: Author (2022)

Picture 4  
Google Review



Source: Author (2022)

Picture 5  
Garage photo



Source: Author (2022)

After the digital marketing strategy is carried out, it can be seen that the use of the logo looks more attractive and simple. Then, it can be seen that the Bio or

description in the Abakura Matic account displays clear information about the store, the services provided and also the location link in the maps. Then the content of interesting video content that can make customers curious and want to come to the Abakura Matic directly. there are also Google Maps that clearly direct the address of the Abakura Matic Workshop so that customers who want to come directly can easily find the address of the Abakura Matic . And finally, the Abakura Matic Google rating is also available for customers who want to see reviews from customers so that customers who want to buy can trust the quality of products and services at the Abakura Matic. Overall, Abakura Matic's Instagram account looks more attractive, informative, and professional compared to before.

### **Conclusions**

The implementation of community service at the UMKM Abakura Matic Workshop was carried out for 3 months, starting in September 2022 and was completed in December 2022. In the early stages, the author made observations, interviews, went to the field, prepared proposals, and finalized reports. Then, the author began to find out information about the Abakura Matic Workshop in detail and clearly. The author also begins to identify the problems that occur in the Abakura Matic Workshop and find the best solution. And then, the author also began to design effective strategies to be carried out to the Abakura Matic Workshop so that the Abakura Matic Workshop avoided the problems that had existed before. In addition, the strategy carried out by the author is useful so that the UMKM business of Abakura Matic Workshop can be more advanced and can achieve the desired target if the digital marketing strategy carried out runs smoothly and effectively. After the strategy is designed, the author will ask for approval from the owner of the Abakura Matic so that the digital marketing strategy can be carried out immediately. Here the author will also explain clearly and in detail about the strategy that will be carried out. It is intended that the implementation can be carried out correctly and bring positive results to the Abakura Matic UMKM business. When the business owner agrees, the author will immediately create a strategy that has been designed properly and carefully. Based on the results of implementing the digital marketing strategy, positive results were found for the Abakura Matic Workshop, namely:

1. Abakura Matic is better known by many people.
2. Abakura Matic can have more customers.
3. Abakura Matic Instagram social media account is more active, informative, looks more professional than before.

### **Suggestion**

The suggestions that the author can convey, namely:

1. The use of social media such as Instagram must always be active in making new posts to make it look more attractive.
2. The use of other Instagram features also needs to be done so that businesses can be better recognized by many people.
3. Continue to innovate digital marketing strategies for smooth business and target achievement.

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