


## Digital marketing training by Lazismu Medan City to increase the MSMEs competitiveness

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### Abstract

Digital marketing training is an important solution to increase the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) in the rapidly growing digital era. This community service aims to provide digital marketing training to MSMEs assisted by Lazismu, Medan City. Identification of partner problems is carried out through meetings with Lazismu leaders to understand the challenges MSMEs face after the Covid-19 pandemic. The training was conducted using interactive lecture and discussion methods, covering marketing strategies through social media, search engine optimization, quality content, and online brand management for 30 MSMEs assisted by Lazismu Medan City. Evaluation is done through a questionnaire to measure the effectiveness of the training. The evaluation results show participant satisfaction and increased knowledge and skills in digital marketing. This training helps MSMEs expand market reach, increase business visibility, and increase sales. In conclusion, digital marketing training effectively increases the competitiveness of MSMEs in the digital era and solves challenges faced after the Covid-19 pandemic.

**Keywords:** Digital marketing training; MSMEs; Competitiveness; Digital era; Marketing strategies

## *Pelatihan pemasaran digital untuk meningkatkan daya saing UMKM Binaan Lazismu Kota Medan*

### Abstrak

*Pelatihan pemasaran digital merupakan solusi yang penting untuk meningkatkan daya saing Usaha Mikro, Kecil dan Menengah (UMKM) di era digital yang semakin berkembang pesat. Pengabdian ini dilakukan untuk memberikan pelatihan pemasaran digital kepada UMKM binaan Lazismu Kota Medan. Identifikasi permasalahan mitra dilakukan melalui pertemuan dengan pimpinan Lazismu untuk memahami tantangan yang dihadapi UMKM pasca pandemi Covid-19. Pelatihan dilaksanakan dengan metode ceramah dan diskusi interaktif, mencakup strategi pemasaran melalui media sosial, optimasi mesin pencari, penggunaan konten berkualitas dan manajemen merek online terhadap 30 UMKM binaan Lazismu Kota Medan. Evaluasi dilakukan melalui kuesioner untuk mengukur efektivitas pelatihan. Hasil evaluasi menunjukkan kepuasan peserta dan peningkatan pengetahuan serta keterampilan dalam pemasaran digital. Pelatihan ini membantu UMKM memperluas jangkauan pasar, meningkatkan visibilitas bisnis dan meningkatkan penjualan. Kesimpulannya, pelatihan pemasaran digital efektif dalam meningkatkan daya saing UMKM di era digital dan memecahkan tantangan yang dihadapi pasca pandemi Covid-19.*

**Kata Kunci:** *Pelatihan pemasaran digital; UMKM; Daya saing; Era digital; Strategi pemasaran*

# 1. Introduction

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Micro, Small and Medium Enterprises (MSMEs) have an important role in a country's economy, including Indonesia. MSMEs are the backbone of the economy with their contribution to economic growth, job creation and improving community welfare. However, MSMEs often face challenges in the face of increasingly fierce competition, especially in the rapidly growing digital era. For this reason, digital marketing training is an important key to improving MSMEs' competitiveness and ensuring their business continuity.

Analysis of the situation of service partners shows that MSMEs in Medan City also face similar challenges. The results of observations and interviews with the leaders of Lazismu Medan City show that MSMEs assisted by Lazismu Medan City are still not optimal in utilizing the potential of digital marketing to expand their market reach. Many MSMEs still rely on traditional marketing methods, such as brochures and banners, so they have limitations in reaching potential consumers widely. In this case, digital marketing training is the right solution to help MSMEs face changing times and increasingly fierce business competition.

Recent literature studies also support the urgency of digital marketing training for MSMEs. [Nurhayati \(2022\)](#) research the role of digital marketing training for marine and fisheries business actors. The results showed that decreased public consumption affected the income of MSME business actors, marine and fisheries. In another study conducted by [Mukhlison et al. \(2022\)](#), the use of digital marketing in local MSMEs for economic recovery in Kauman Village, Srengat District, Blitar Regency. The results of this study state that the concept of digital marketing needs to be applied by business actors in order to be able to increase sales and reach a wider market. Another study mentioned that application-based online media marketing has a positive effect on business competitiveness ([Adam et al., 2022](#); [Amsari et al., 2022](#); [Hayati et al., 2022](#)).

Departing from the understanding and findings of the study, this service aims to provide digital marketing training to MSMEs assisted by Lazismu Medan City. This training is designed to provide the knowledge and skills needed for MSMEs so that they are more motivated and enthusiastic about doing business which also encourages business growth. This was also conveyed by [Asmawiyah et al. \(2022\)](#), who researched the socialization of marketing strategies for micro, small and medium enterprises in the era of digitalization. The results of this activity have implications for micro, small and medium enterprises to be more motivated and enthusiastic in doing business so that the businesses they manage can develop.

## 2. Method

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Based on the results of problem identification, the service team will carry out digital marketing training with lectures and interactive discussion methods. The training was held on January 11, 2023, at the Muhammadiyah Da'wah Building in Medan City, Jl. Mandala by Pass to 30 MSMEs assisted by Lazismu Medan City.

This service implementation method is designed to provide digital marketing training to MSMEs assisted by Lazismu Medan City. The Rinch method used in this activity refers to [Hayati et al. \(2022\)](#) and [Muadz & Riyanto \(2022\)](#). The details are as follows.

### **2.1. Identify partner issues**

The service team met with the leadership of Lazismu Medan City to discuss the problems faced by their assisted MSMEs after the Covid-19 pandemic. In this meeting, we explored information about the problems felt by MSMEs, the type of training needed, the time of implementation of activities, and the profile of MSME actors who will attend the training. The results of identifying these problems become the basis for designing training materials and strategies that meet the needs of MSMEs.

### **2.2. Training implementation**

Digital marketing training is carried out directly with lectures and interactive discussion methods. The service team will deliver training materials covering marketing strategies through social media, search engine optimization, the use of quality content, and online brand management. Participants will engage in group discussions and presentations on their digital marketing plans. This training activity will be held on January 11, 2023, at the Muhammadiyah Da'wah Building in Medan City.

### **2.3. Evaluation**

Evaluation is carried out to measure the effectiveness of the training that has been carried out. We send questionnaires to all participants via Google Forms to get feedback on training activities, materials delivered, and benefits obtained. Data from these evaluations will be analyzed and used as a basis for measuring training success and making improvements in the future. Using this method, digital marketing training can be delivered effectively to MSMEs assisted by Lazismu Medan City. Through lecture methods and interactive discussions, participants are expected to gain relevant knowledge and skills in utilizing digital platforms to improve their business competitiveness.

## **3. Results and discussion**

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### **3.1. Identify partner issues**

Based on identifying partner problems in this service activity, several challenges were faced by MSMEs assisted by Lazismu Medan City after the Covid-19 pandemic. Some problems identified include limited knowledge and skills in digital marketing, lack of access to digital technology and platforms and difficulties competing with other MSMEs that have been more active in utilizing digital platforms.

### **3.2. Training implementation**

The digital marketing training will be held on January 11, 2023, at the Muhammadiyah Da'wah Building in Medan City to 30 MSME actors assisted by Lazismu Medan City. The service team delivered training materials through lectures and interactive discussions. Some of the materials presented include marketing strategies through social media, search engine optimization, the use of quality content and online brand management.

According to [Figure 1](#), trainees are actively involved in group discussions and presentations on their digital marketing plans. They share experiences, ideas and strategies to improve the marketing of their MSME products or services through digital platforms. This discussion allows participants to learn from each other and exchange information about best practices in digital marketing.



Figure 1. Trainee provides digital marketing training materials

### 3.3. Evaluation

The evaluation is carried out to measure the effectiveness of the digital marketing training that has been implemented. A questionnaire was sent to all participants via Google Forms to collect feedback on training activities. Participants were asked to rate their satisfaction with the training material, teaching methods and benefits derived from the training.

The evaluation data obtained from the questionnaire are statistically analyzed and presented in the form of graphs and tables. The evaluation showed that most participants were satisfied with this digital marketing training. They stated that this training provided useful knowledge and skills in utilizing digital platforms to improve the marketing of their MSME products or services.

In addition, the evaluation also revealed that trainees feel more confident and ready to face competition in the digital market. They realize the importance of digital marketing and are ready to implement the strategies they learn in their business. This evaluation provides evidence that digital marketing training has a positive impact and provides real benefits for MSMEs assisted by Lazismu Medan City.

The discussion of this training and evaluation results shows that digital marketing training can be an effective solution to increase the competitiveness of MSMEs. With increased knowledge and skills in digital marketing, MSMEs can expand their market reach, increase brand visibility and increase sales of their products or services. Through this training, MSMEs assisted by Lazismu Medan City can overcome several problems faced after the Covid-19 pandemic, such as limited access to consumers, obstacles in building a strong online presence and a lack of understanding of effective digital marketing strategies.

The evaluation results also show that digital marketing training has increased participants confidence in facing challenges in the digital era. They feel better equipped to adapt to technological changes and utilize digital platforms more effectively. In addition, participants also reported improvements in their understanding of social media marketing strategies, search engine optimization and the use of quality content.

The importance of evaluation in this training activity is to ensure that the training objectives are achieved and provide the expected benefits for participants. The evaluation results become the basis for improving and developing future training activities. In addition, the evaluation also helps strengthen empirical evidence on the effectiveness of digital marketing training in improving MSME performance.

In the context of MSMEs fostered by Lazismu Medan City, digital marketing training opens up new opportunities for them to grow and develop in the digital era. MSMEs can use digital platforms to reach a wider market, establish relationships with potential customers and strengthen their brand presence. This training also gives them the necessary tools to face competition with other MSMEs that have advanced in digital marketing.

## 4. Conclusion

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This community service activity concludes that digital marketing training has succeeded in increasing the competitiveness of MSMEs assisted by Lazismu Medan City. Through this training, MSMEs have acquired the knowledge and skills to utilize digital platforms to market their products or services.

In the context of MSMEs assisted by Lazismu Medan City, digital marketing training has significant implications. MSMEs can expand their market reach, increase brand visibility and increase sales of products or services through digital platforms. This training provides MSMEs with the necessary tools to adapt to technological changes and face competition in the digital market.

In addition, the training has succeeded in increasing the competitiveness of MSMEs fostered by Lazismu Medan City. This training provides tangible benefits for MSMEs utilizing digital platforms to expand market reach and improve their business performance. It is hoped that the success of this training can be the foundation for the development of similar activities in the future, both in the Lazismu area of Medan City and elsewhere, to support local economic growth and the welfare of MSMEs.

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