Optimization of Digital Branding and Marketing for Gempol MSMEs Through WhatsApp Business

Optimalisasi Digital Branding dan Marketing pada UMKM Gempol Melalui WhatsApp Business

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Abstract
        The number of competitors is the main factor for entrepreneurs to enter the world of very tight competition. The right marketing and media strategies are used to reach the intended market so that the sales volume of these entrepreneurs always increases and makes a profit. The impact of information technology can develop aspects of entrepreneurial capabilities, and industrial ways to survive have developed in line with the creative economy paradigm, where innovative, proactive and risk-taking aspects are not enough in the context of the knowledge economy. This service is based on community development. The output obtained is the understanding of business actors about digital marketing. This community service's outcome is installing the WhatsApp business application and its use in marketing MSME products. The importance of using WhatsApp business features include automatic message replying features, can management of business profiles, and provide a product catalogue owned by MSMEs.

Keywords: Digital Branding, Digital Marketing

Abstrak
        Banyaknya kompetitor menjadi faktor utama bagi para pengusaha untuk masuk dalam dunia persaingan yang sangat ketat. Strategi pemasaran dan media yang tepat digunakan untuk bisa meraih pasar yang dituju sehingga volume penjualan para pengusaha ini selalu meningkat dan memperoleh keuntungan. Dampak dari teknologi infomasi ini dapat mengembangkan aspek kapabilitas kewirausahaan dan cara industri untuk bertahan hidup telah berkembang sejalan dengan paradigma ekonomi kreatif, dimana aspek inovatif, proaktif dan berani mengambil risiko tidaklah cukup konteks ekonomi pengetahuan. Pengabdian ini berbasis community development. Output yang didapat adalah pemahaman pelaku usaha tentang pemasaran secara digital. Outcome dari pengabdian masayarakat ini adalah instalasi aplikasi whatsapp business dan penggunaannya dalam pemasaran produk UMKM. Pentingnya penggunaan fitur whatsapp business diantaranya adalah fitur membalas pesan otomatis, dapat mengelola profil business, dan menyediakan katalog produk milik UMKM.

Kata kunci: Digital Branding, Digital Marketing

1. INTRODUCTION

        The development of information technology is growing rapidly today and affects the community in supporting various business activities, both large and small, so they can be known globally (Pradiani, 2018). The real impact is that it can increase sales volume and profits in all businesses, from the MSME sector to households to companies. MSMEs are proven to absorb a larger workforce in the national economy. The MSME sector can increase people's income with so many workers absorbed. Therefore, MSMEs have a strategic role in reducing unemployment and poverty (Syarif et al., 2022). their role as pillars in building the nation's economy can run optimally (Sarfiah et al., 2019). The number of competitors is the main factor for entrepreneurs to enter a world of very tight competition (Pradiani, 2018). The right marketing and media strategies are used to reach the intended market so that the sales volume of these entrepreneurs always increases and makes a profit.

The impact of information technology can develop aspects of entrepreneurial capabilities, and industrial ways to survive have developed in line with the creative economy paradigm, where innovative, proactive and risk-taking aspects are not enough in the context of the knowledge economy. With social media, people can easily get and share information (Suryani et al., 2022). Aspects of internal and risk management, the spirit of anti-plagiarism design and the ability to create unique differentiators are crucial aspects in the development of the creative industry today (Hermawan et al., 2017). The ability to manage and process ideas that continue to be the main capital for entrepreneurs in the industry, in addition to technological innovation and marketing, is a crucial industrial thrust (Hermawan et al., 2017). E-Marketing is one of the marketing media trends currently in great demand by the public to support various activities. Slowly but surely, people began to leave traditional marketing models to switch to modern marketing, namely digital marketing. With E-Marketing, communication and transactions can be done anytime and reach all corners of the world. The number of social media users, both chat-based and application-based, is increasing day by day and can open opportunities for MSMEs and household businesses to expand their market wings using smartphones.

In recent years, technology has played an important role in supporting main activities and during this pandemic, MSME players need technology to support their businesses to remain stable in carrying out their activities (Arrohimi et al., 2021). Digital technology allows a business to develop a new generation of products. Several companies are developing and marketing various products digitally. These products are designed for the business and consumer markets (Pradiani, 2018). Digital products have two categories, the content category and the technology category. Digital content consists of digital information, including video, audio, text, and graphics. The content is converted into business and consumer products such as newspapers, magazines, online games, photos, graphics, and videos. Digital technology is the tool businesses, and consumers use to develop, store, distribute, and use digital content. These technologies range from digital video and audio equipment to cell phones and personal digital assistants. This community service activity can be carried out regularly and periodically, both in the same and different locations, with different problems and community needs in different situations. The problem faced by MSMEs is the lack of knowledge about recording reports digital-based finance and digital marketing (Indrawan et al., 2023).

The types of small or households industries in Pasuruan Regency are diverse, including processed food, beverages, convection, and furniture (wood crafts). Bakpia and klepon centers are located in Gempol. The apparel convention centre is located in Gempol. Embroidery convection centres in Bangil and others such as Beji and Rembang with products including prayer wear and Muslim clothing. Woodcraft centres, including Sentul village, Purwodadi, Tambaksari, Kraton, Wonorejo, Wonorejo, Sungikulon and Sungiwetan, Pohjentrek, Winongan, and Rejoso. Its products include children's toys, car steering wheels, tissue boxes, gear handles, dashboards, chess and furniture. Some of these small industrial products are, in addition to meeting local demand, also outside the region and abroad or exported. Gempol's MSME community consists of entrepreneurs who have different products. Based on data from the Pasuruan Regency website, the Gempol area has the most household businesses in processed food and beverage production. Products produced by the MSME community in the Gempol are from wet foods such as brownies and crispy chicken to processed dry foods such as tempeh chips, fried beans, herbs, etc. The obstacle in small or households industries is a digital-based marketing strategy. So that business actors can only market their products around the place of business. The business is only known in the environment around the place of sale and cannot reach a wider area, optimizing digital marketing can increase profits for business actors so that it can improve the standard of living of business actors.

Maryani et al., (2022) said that by utilizing the WhatsApp Business social media platform, MSME actors could create business profiles, product catalogues, labels, and many other features to support the product marketing process. Whatsapp Business also makes it

easier for sellers and prospective buyers to make transactions and reach wider marketing. Astria & Santi, (2021) said that being active on social media has become a must for a brand today. Not just a medium of interaction, social media has also functioned as a branding tool and even a selling. As technology advances, humans increasingly feel facilitated for any activity. Now everything can be done through the palm (smartphone).

2. METHOD

Method approach used in this community service activity of this community service uses training and mentoring methods directly with a community development approach. This approach is oriented towards efforts to develop community empowerment by making the community the subject and at the same time the object of development and direct involvement in community service activities (Setiyanti, 2022).

Method The approach used in this community service activity is The implementation of this community service uses training and mentoring methods directly with a community development approach. This approach is oriented towards efforts to develop community empowerment by making the community the subject and, simultaneously, the object of development and direct involvement in community service activities (Setiyanti, 2022).

The target audience in community service activities Optimization of Digital Branding in MSMEs Through Whatsapp Business is community residents with small and micro businesses in the environment in Ngerong Village Rt 05 Rw 02, Gempol, Pasuruan, East Java. The target of this service activity is 25 people. The instructors and facilitators in this activity are lecturers and experienced UIN Maulana Maulana Malik Ibrahim Malang. Take advantage of the features available on WhatsApp Business. In this community service activity, an overview of training and implementation of digital marketing needs to be applied by MSMEs to expand sales networks and increase MSME turnover.

Digital Branding and Marketing	→	MSMEs	→	How to creat WhatsApp Business	→	Able to utilize and operate WhatsApp Business

## 3. RESULT AND DISCUSSION

TRAINING ACTIVITIES

This community service activity is carried out following the steps set. At the initial stage, communication was made to Mrs Sudiati, the owner of the Dua Putri MSME processed catfish in Ngerong, Gempol, Pasuruan, East Java, via WhatsApp, which had been given from the Pasuruan Regional Cooperative Office. From the sources, we got information that the majority of sales of MSME products in the Gempol area, Pasuruan, still need help marketing their products. Their products have gone through a complete legality process, ranging from P-IRT, and SKP, to halal certification. They have marketed their products through online shops such as Shopee, go food, and grab food. However, online sales still need to be optimally constrained by the absence of a standby admin to answer orders via Whatsapp or other relevant social media. Therefore, it is necessary to increase WhatsApp media into WhatsApp business as an online sales platform. The steps that need to be considered for creating a WhatsApp business are:

1. Before setting up your business profile, ensure you know how to start using WhatsApp Business first. Here are some things you need to prepare before creating WhatsApp Business.

   a. New or custom contacts to use for WhatsApp Business

   b. If you want to keep using your old contacts, this means that your contact will migrate to WhatsApp Business (not personal WA anymore)

2. Download the WhatsApp Business application on Playstore, then tap Install

3. Once installed, open the business WhatsApp Business

4. Tap the 'Agree &; Continue' option
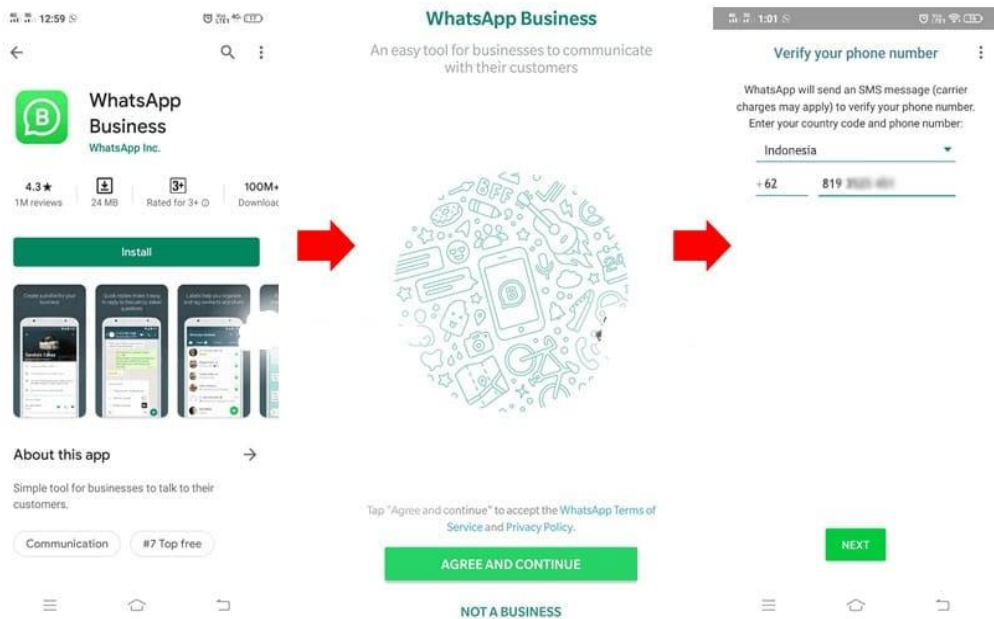
Picture 1. Download whatsapp business display

5. In the next step, you need to enter the mobile number that will be your WhatsApp Business Contact

6. After entering your mobile number, WhatsApp will send an sms verification code to your phone

7. Enter the verification code, then click Continue
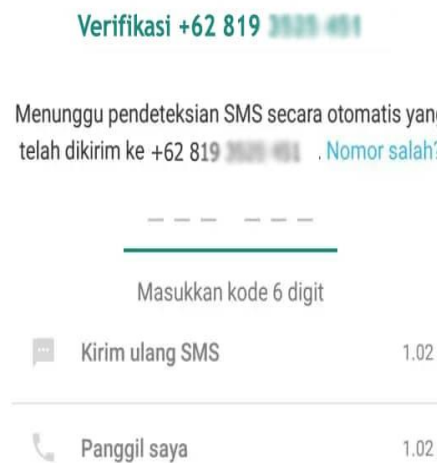
Picture 2. Display verification code on whatsapp business page

8. In the next step, WhatsApp asks if you have any backups to restore. If the account is completely new or does not have backups, you can select the 'Later' option

9. Done

After WhatsApp business is installed on the cellphone of each MSME group actor in the Gempol area, we proceed to the next step, which is to set up a business profile and fill in the information. Because this step is a beneficial outcome for Gempol MSME participants. Whatsapp business makes business owners' interactions with customers easier by providing features to automate, sort, and reply to messages quickly.

Figure 3. Documentation of Training Activities

After the material presentation from the Faculty of Economics UIN Maulana Malik Ibrahim Malang service group, followed by a question and answer session, this question and answer session was full of enthusiastic atmosphere from participants. Because participants have different businesses and ages, also the problems faced are different.

4. CONCLUSION

Dissemination and optimization participants were very enthusiastic about the training provided. This activity's outcome is installing the WhatsApp business application and tutorials on using the application. So that small businesses and home industries can expand their business scale. Through the MSME mentoring program, it is expected to make a real contribution to branding and product sales. In order to create economic welfare for small and household industries. They are expected to provide benefits socially, economically, community harmony and the environment. The most severe problem in this community service session is if there are smartphones belonging to participants who need help installing the WhatsApp web application. The solution we offer is to make all existing applications on the smartphone to be updated. In addition, the biggest problem is if the participant's smartphone does not support the WhatsApp business application. This community service activity can be carried out regularly and periodically, both in the same and different locations, with different problems and community needs in different situations.

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