

IMPROVING THE COMMUNITY ECONOMY THROUGH THE IMPLEMENTATION OF DIGITAL MARKETING AND BUSINESS FEASIBILITY STUDIES

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ABSTRACT

KEYWORDS

*business feasibility,
digital marketing, village
nursery*

This community service project aims to assist and encourage Adijaya Village Seedling Garden in developing digital marketing strategies and conducting business feasibility studies. Adijaya Village Seedling Garden (VSG), Pekalongan, East Lampung, is an example of how digital marketing is not commonly employed, especially in areas and villages. Another issue is that partners lack the necessary skills to write Business Feasibility Study Reports. Partners require the creation of a Firm Feasibility Study Report in order to reduce the danger of loss by determining whether or not a business can be run continually. This service activity's execution technique includes training and guidance in order to lay the groundwork for online marketing in Adijaya village and business feasibility studies. This service activity went off without a hitch, and the participants were enthusiastic in their participation. The training participants should be able to understand and implement marketing strategies as well as conduct business feasibility studies as a result of this activity.

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INTRODUCTION

Since most of society's daily activities are now heavily reliant on technology, people must keep up with its changing advances ([Light et al., 2019](#)). The wider population, including people who live in remote locations, is in desperate need of technological advancements, particularly the internet ([Cowie et al., 2020](#)). The internet can be used as a digital marketing tool in addition to being a communication medium ([Bala & Verma, 2018](#)). The internet's presence has been shown to facilitate access to any information for anyone, particularly business people who can utilize the internet to receive relevant and acceptable information to help their commercial activities. Today, the internet is used to implement company tactics such as marketing, sales, and service ([Katsikeas et al., 2019](#)). This phenomenon has created a shift in the century from the information era to the internet age, as it may break through numerous restrictions and limitations ([Irmawati, 2011](#)).

People in Indonesia are quite familiar with digital marketing, and they frequently use social media as well as online buying and selling applications, or E-Commerce, to make it easier for them to buy or sell their commodities. Buying and selling on social media and through E-Commerce is not difficult, especially when utilizing E-Commerce applications, because when there are new users, the E-Commerce program will provide instructions on how to use the application. Apart from application tutorials, we may use Youtube to watch instructions on how to use the E-Commerce application that we use ([Ferdiana & Wahab, 2019](#)). E-commerce applications are also available on Smartphones, where the majority of people are already familiar with using them, therefore they do not require people to have equipment like PCs or laptops to utilize them ([Chmielarz & Parys, 2018](#)).

Digital marketing's major purpose is to give marketers with a big and diverse target audience in order to maximize sales ([Redjeki & Affandi, 2021](#)). This is ideal for use in locations

where people may be unaware of or uninterested in technology, resulting in a limited market for items from that region.

Even while the benefits of digital marketing cannot be contested in terms of facilitating commercial activities, it has yet to be widely adopted and used in rural areas. This can be caused by villagers who are unaware of digital marketing or who are aware but have not been able to put it to use. Adijaya Pekalongan Village in East Lampung, for example, participates in this service project. Adijaya Village has a Village Nursery Garden (VNG), which is a site where residents active in RPL can grow and distribute seeds/seedlings. VNG's additional functions include production, variety, aesthetics, the environment, service, and sustainability. The goal of establishing a Village Seedling Garden (VSG) is to produce high-quality seeds at the correct time, in the right type, and in the right amount, as well as to get financial benefits in order to grow into a commercial enterprise. KBD is administered by community groups who create seeds of several sorts of forest plants using government/provincial financing. Adijaya Village Nursery has a formal corporate entity in the form of a CV, and there are three blocks of nursery locations totaling about 2 hectares.

The use of digital marketing by KBD will make the product widely known and if used properly, it can get maximum benefits and improve the community's economy ([Khan et al., 2021](#)). This is also motivated by the condition of the local community, the majority of whom work as farmers ([Mwanika et al., 2021](#)). Farmers can cultivate plant seeds in KBD for personal consumption or the surrounding area to obtain sustainability in the form of commodity cultivation and in its management will gain economic benefits ([Warya et al., 2018](#)). The following is data on residents of Adijaya Village who make a living in various fields.

Table 1. Livelihoods of Adijaya Village residents

No	Indicator	2015 Y (people)	2016 Y (people)
1	Farm workers	298	300
2	Farmer	468	598
3	Traders/Entrepreneurs	312	341
4	Craftsman	5	3
5	Civil servant	28	24
6	TNI/Polri	4	4
7	Seamstress	6	6
8	Mechanic	3	3
9	Driver	4	6
10	Private sector employee	26	60
11	Contractor	1	1
12	Mason/timber	14	16
13	Teacher	6	8

Source: Adijaya Village monograph document, 2016

Based on this data, it is known that the majority of Adijaya Village residents work as farmers, with a total of 468 people in 2015 and 598 in 2016. With the number of residents whose livelihoods as farmers will support the sustainability of KBD in Adijaya Village, farming communities can synergize with KBD to develop various plant seeds that have the potential to be marketed and sold outside Pekalongan District. The nursery center in Pekalongan District is an asset of the East Lampung Regency Government so it is hoped that the existence of a nursery center in Pekalongan District is able to create jobs and improve the community's economy.

Economic conditions often make farmers sell seeds at low or low prices so that marketing efficiency is not achieved ([Kyomugisha et al., 2018](#)). The long marketing channel also contributes to the small profit earned by the farmers ([Micu et al., 2022](#)). This is in contrast to the most important aspect of obtaining profits from farming, namely overseeing the marketing process where the activities of the product flow process from farmers to consumers ([Setiawan & Fadillah, 2021](#)). KBD farmers in Adijaya Village still do marketing in the conventional way, namely direct marketing by selling production seeds to consumers in government projects or non-governmental organizations. In order to increase marketing activities, it is necessary to have a new, qualified strategy in the form of clear bookkeeping to improve the existing system.

The problems do not stop there, partners in Adijaya Village do not yet have the ability to compile a Business Feasibility Study Report. In an effort to avoid the risk of loss, the preparation of a Business Feasibility Study Report is needed by partners to see whether a business is feasible to do in the long term ([Heinrich & Kabourek, 2019](#)). Partners will get convenience for planning, monitoring, and controlling their business (Results of Interviews and Discussions with Partners) from the Business Feasibility Study Report. Reporting can be done before or after the business is run. Limited capital is one of the reasons why the preparation of the Feasibility Study Report is rarely carried out due to the relatively high cost. Understanding and self-awareness of the importance of a feasibility study is still not emerging. Business actors often assume that a feasibility study is needed only to apply for bank credit. There are many important aspects that determine the feasibility of a business plan, namely; technical aspects of production, legal aspects, market and marketing aspects, socio-economic aspects, environmental aspects, management aspects, and financial aspects. From all the aspects above, the results of the analysis must arrive at a thorough feasibility. This service activity aims to provide assistance and guidance to KBD Adijaya in digital marketing strategies and to help compile a Business Feasibility Study Report.

Coaching related to improving the community's economy has also been carried out by [Chotimah & Anggraini \(2018\)](#), who conducted community empowerment through improving the quality of education, economy, health and environment in warujaya village. In the village of Rempoa, [Priadi et al. \(2020\)](#) implemented the way to strengthen the village's resource-based creative economy. [Hapsari et al. \(2019\)](#), who conducted the improvement of the household economy by managing bananas. This service is distinct from the others since it contributes to economic advancement by empowering people through technology and doing business feasibility studies.

RESEARCH METHOD

In this service activity there is an implementation method that will be applied, namely training and guidance to create the foundation for online marketing in Adijaya village. The steps to be taken are as follows:

1. Socialization and Counseling Stage

The first stage is to collaborate/coordinate with village officials to obtain permits and gather the community for socialization. The PKM team will conduct socialization and counseling to all village components by conveying the work program, the content of the program, the aims and objectives as well as the expected output from the counseling results. To attract and increase the interest of the village community, the delivery method used can be accompanied by real examples of the results of implementing digital marketing and e-commerce, such as long-term benefits.

2. Training and Digital Marketing Team Formation Stage

The next stage, the PKM Team will conduct training by gathering communities consisting of business actors and their managers to create a team that will operate the platform, in the form of online buying and selling stalls and social media. The training consisted of how to do digital marketing, how to make products look attractive and create a desire to buy, how to operate social media and online buying and selling stalls, and delivery of goods. The training will focus on e-commerce systems based on B2C (business to consumer).

3. Trial Stage

At this stage, after the team is formed, a trial will be carried out by marketing one of the superior products of the Tribumi Makmur village, namely processed coffee online. This stage is accompanied by the PKM team to see if the product can create a buzz or get a reaction from consumers and can be sold at least 30% of the total production. If the product is successful in attracting attention and being sold, the team and business actors can start innovating to add other categories/types of products they want to sell.

4. Monitoring and Evaluation Stage

At this stage the PKM team will assist while monitoring the performance of the digital marketing team that has been formed for less than a month. After monitoring the PKM team will evaluate and determine whether they can let go of their hands or have to be accompanied. The things that are considered in the evaluation are the team's performance in terms of operating social media and online buying and selling stalls, sales performance and revenue obtained during the last month, as well as product innovations that have been produced by business actors and the digital marketing team.

Activity Method

1. Lecture and Question and Answer Method

The lecture method is used to deliver basic or advanced material orally about the goals, objectives and targets for achieving activities and motivation to achieve goals.

2. Demonstration Method

This method will be used to show how it works to carry out the steps for making a business feasibility study. This method will help participants better understand the material presented

3. Informal discussion method

Non-formal discussions will be built after the delivery of the material, to discuss material that is not clear or answer other forms of follow-up questions.

RESULT AND DISCUSSION

Community Service Activities (CSA) will be held on 17-18 September 2021 with 20 participants from farmer groups who breed plant seeds. Overall this service activity went smoothly and in accordance with the material agenda that had been planned, the participants looked enthusiastic and active in discussion activities with the presenters.

The service activity begins with distributing questionnaires in order to measure the participants' initial understanding of digital marketing and business feasibility. The purpose of the pretest is to determine the knowledge and the extent of the participants' understanding of the material.

The next agenda, the presentation of digital marketing knowledge such as the types of digital marketing, objectives, and digital marketing media. The second material is about a business feasibility study which includes understanding business feasibility, objectives, stages and aspects of business feasibility. Educational and training activities aim to educate captive

business actors or plant nurseries on how to change conventional marketing into digital-based marketing and provide insight on how to make business feasibility studies. Activity participants are given printouts of materials to support the process of socialization activities.



Figure 1. Material Presentation

Training activities for the preparation of feasibility studies are carried out for approximately 3 hours per meeting. The main activity carried out is sharing the problems that participants face during the activity, identifying the variables of a business feasibility study together. Furthermore, for financial reporting and business feasibility, details are made to determine the value in the financial statements and feasibility studies. Before the practice of preparing reports is carried out, the first step taken is to invite the participants to understand the business processes of each partner. Activities are carried out when socialization and data collection are carried out. What is emphasized in this activity is a detailed understanding of the flow of the process of preparing a business feasibility report and identifying the necessary variables.

The following is the material presented:

1. Business feasibility aspects;
2. The importance of business feasibility;
3. Definition of business feasibility;
4. Business feasibility framework;
5. Formal form of business feasibility;
6. Independent practice of making business plans;
7. Evaluation of business planning results and business management questions and answers

The media used for the training activities are laptops and printed materials. With the lecture method and question and answer discussion. The questions that were distributed to participants

at the beginning of the test (pre-test) and at the end of the test (post-test) were designed with the aim of seeing the extent of progress achieved by each participant. The assessment indicators or specific instructional objectives for each of the second part of the test are as follow:

Tabel 2. Indicator on Pre-test and Post-test

No	Indicator	Butir Soal	Jumlah Soal	Prosentase (%)
1	Understanding of digital marketing	1	1	20
2	Understanding of social media creation marketing for promotional tools	1	1	20
3	Understanding of business feasibility calculation	1	1	20
4	Understanding of the importance of business development feasibility	1	1	20
5	Understanding of Household Financial Management and Cash Flow Bookkeeping	1	1	20
Total			5	100

Source: Questionnaire, 2021

The following is a summary of the post-test results that have been carried out:

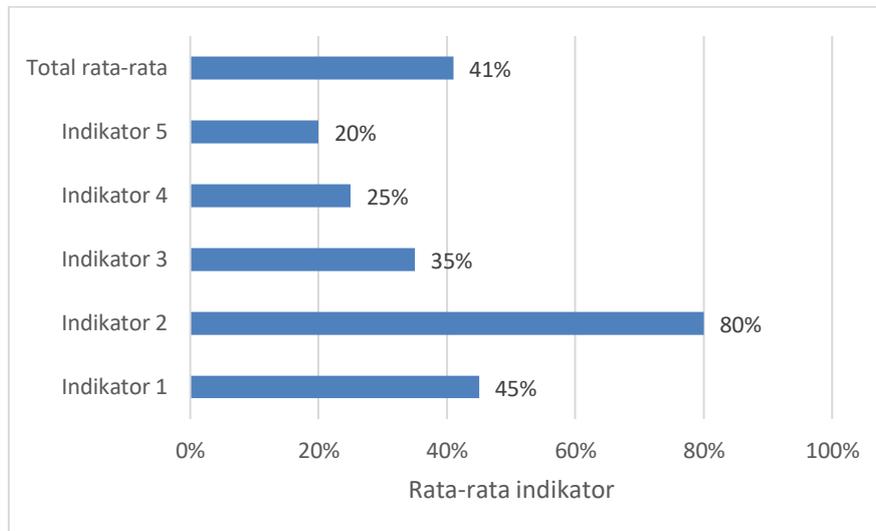


Figure 2. Post-test results

Based on the post-test results, it was found that the average total respondents' understanding of the 5 indicators asked was 41%. The second indicator that asks about knowledge about marketing and making social media for promotional tools is the highest indicator of 80% answered by respondents. While the 5th indicator which asks about knowledge about household financial management and cash flow bookkeeping is the lowest indicator at 20% answered by respondents.

The following are the results of the post-test that has been carried out:

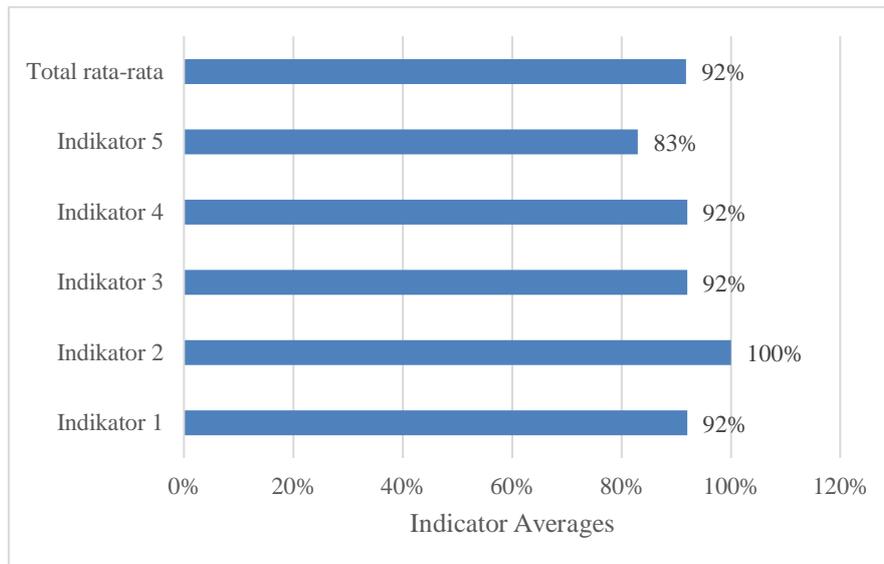


Figure 3 Post-test result

The post-test results showed a significant increase, from the initial total average of 41%, then increased to 92%. In the 2nd indicator, 100 respondents answered that they understood how the marketing strategy was by creating social media.

The following is a summary of the results of the pre-test and post-test

Table 2. Indicator Improvement

No	Achievement	TIK 1	TIK 2	TIK 3	TIK 4	TIK 5	Value
1	TIK Pre-Test	45%	80%	35%	25%	20%	41%
2	TIK Post-Test	92%	100%	92%	92%	83%	92%

Table 2 provides information about the summary of the results of the pre-test and post conducted. A quite significant increase was found in the 4th indicator which increased by 67%. This means that there is an increase in respondents' understanding of knowledge about the importance of business development feasibility. Overall, all indicators show improvement, which reflects an increase in respondents' understanding after this activity is carried out.

The following are the results of observations during mentoring activities:

1. All participants participated in the entire training process from start to finish, the activities that had been designed were 100% carried out, and the attendance rate of the resource persons was 100%.
2. The material as a whole can be delivered and the participants show enthusiasm during the training activity, so that the target for delivering the training material is achieved successfully.

3. After the presentation of the material, a question and answer session and discussion were held. Participants seemed to ask many things which showed curiosity about the material that had been presented.
4. Follow-up activities
5. With this socialization activity, the participants are expected to be able to disseminate the knowledge and information that has been received to the surrounding community and in the work environment of each participant.



Figure 4. Photo with the Speakers and Participants

CONCLUSION

A quite significant increase was found in the 4th indicator which increased by 67%. This means that there is an increase in respondents' understanding of knowledge about the importance of business development feasibility. Overall, all indicators show improvement, which reflects an increase in respondents' understanding after this activity is carried out.

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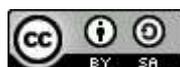
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