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## Electronic Marketing Training For Small Businesses With Disabilities (E-Marketing Training For Diffable Small Business)

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### *Abstract*

*The business problem experienced by disabled partners Ida Modiste is not knowing how to market services electronic. Starting from this problem and the results of the survey, the partners agreed to market their services electric. The purpose of tranning electronic marketing assistance is a form of PKM activities and partnering with Ida Modiste (disabled). Through partners namely Ida Modiste (disabled) is so that the income of partners increases through marketing services from manual marketing to electronic marketing. The PKM method includes: (1) providing electronic marketing of tranning, (2) electronic marketing assistance. The results of PKM activities are increased understanding and skills of partners in terms of marketing services online, and the publication of mass media, as well as the existence of scientific articles published in PKM journals.*

**Keywords: *Tranning, Marketing, Electronic***

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## INTRODUCTION

Marketing is one of the main activities carried out in an effort to maintain survival, to develop, and get profit. E-marketing is the process of marketing products and services to customers using the medium of the web. Promotions, advertisements, transactions and payments can be made through the web page. Internet marketing users can easily access information anywhere with a computer connected to the internet. Less sales turnover and declining revenues often occur. This problem is one of them arises due to marketing that is still done traditionally. Increasing sales turnover can be done one of them through online marketing. This is also in accordance with the results of research Maheswara, et al (2016) which states that the number of sales affects the income of SMEs in the trade sector.

Ida Modeiste as a business engaged in embroidery requires training and mentoring in order to generate increased sales turnover through electronic marketing (E-marketing). PKM in the form of training and coaching focuses on Small Business actors Ida Modite (Difabel). The problem is the limited knowledge and ability of human resources in promoting services and increasing the volume of sales of services, which so far marketing is only done in the Sambirejo Village area and for promotion has never been done. This leads to very difficult in terms of development of its business. For that, it needs to be empowered by being given training on how to promote and sell products online with the internet network. With the end goal is to be able to increase sales and will bring more profit and at the same time will be able to increase revenue (enlarge capital).

## RESEARCH METHODS

Implementation of PKM at Ida Couturier's place of business, Jalan Medoho Raya No. 61 Semarang. Engaged in embroidery small business. The PKM team provides a first understanding through the delivery of material on the importance of electronic marketing (E-marketing) to increase sales turnover and improve the economic health of business actors. Ida Couturier practices directly after all materials are received. The PKM team applies methods in this PKM activity in the form of : (1) counseling to build perception and understanding of partners regarding electronic marketing, (2) training on the application of electronic marketing science and technology ((E-marketing), and (3) mentoring, namely periodic and continuous meetings between the PKM team as a companion with Ida Couturier so that the applied electronic marketing science and technology (E-marketing) can be done effectively.

## RESULTS AND DISCUSSION

Counseling activities and practice of electronic marketing (E-marketing) for Ida Couturier as usha keicl in the field of border turned out to be able to improve the understanding and skills of Ida Couturier which before this PKM activity could not do E-marketing but still in the form of traditional service marketing (such as, worth of mouth). With the new skills gained, it is hoped that Ida Couturier can market services online (E-marketing) so as to increase the economic welfare of her business.



Picture 1. PKM team leader and Small business partners PKM



Picture 2. PKM team practices to Small Business actors PKM partners

The PKM activities on electronic marketing counseling (E-marketing), among others, explained about the content. Content is an important part of an E-marketing strategy. This is because content can affect many social media users where it will affect sales revenue. All actors want their

content to go viral. Viral itself in the world of marketing or marketing is a strategy and process of spreading electronic messages to communicate information from a product to the public at large. A content will be viral if it has some elements that can influence readers to voluntarily share or review. At least the content will get a lot of likes. Content will go viral if done in a way :

- a. Start with a short, concise, and clear sentence this short, concise, and clear opening sentence is the initial opportunity to interest the reader. The trick, do not create long-winded content but also not as short. Give special attention to where the reader as a potential consumer becomes interested in reading to the end. Make paragraphs by describing interesting facts about the content to be posted or sentences that provoke emotion, curiosity, or a problem that many target markets experience. In addition, it can also add interrogative sentences. Because according to research, question sentences psychologically affect a person's reading interest.
- b. Add images or photos images are one of the attractions in a content. For that you need to include interesting and colorful picture elements. Instagram facebook content images will be very influential if the media marketing strategy conducted by online businesses through social media such as Instagram and Facebook. To include images, should not be arbitrary origin merge only. Things to note, namely: a) the image included in the marketing media of the business is the image of the actual product/service. B) include images with high quality and best. c) if marketing is done on a website or blog or the like then include an image for every 300 words; besides the size of the image should not be too large enough medium or small that is important to attract.
- c. Use hashtags hashtags are another form of tags or keywords that can connect to various online platforms. In addition, hashtags can be used to make it easier for content to go viral, hashtags can also be used when business or content to get attention on social media. So for its application, it can add hashtags to any content from online businesses that will be posted or shared. This Hashtag is the target keyword in the content description section. According to research, the use of hashtags can increase the likelihood of repost or retweet up to 55% compared to content that does not use hashtags. That way, hashtags will affect the search for business products.
- d. Publish at the right time when are the Times that are considered effective by a business actor to post their content? E-marketing actors who already have high flying hours usually understand the Times that are considered "effective" to post. These times actually depend on where you live and the goals of the content you create. The most appropriate time to post to get high social shares is around 11.30 to 13.00 and around 20.00 to 22.00 at these times, it is the time around lunch break and at bedtime. In addition, there is also an additional time, which is around 07.00 am before work and 16.00-18.00 after work. These times are very influential on the social share of the content in the post. This is because these moments are people's leisure time where they can pay attention to content on social media in more detail.
- e. Add Share Button  
For this method number 5, specifically done if we use a website or blog as an E-marketing medium. In order to post easily viral, a website or blog is made that is friendly to share on social media. Therefore, add social share buttons to your website template or business blog. So make sure if we post on the site then the target has a share button to various social media. So when there is an article that is interesting in the eyes of consumers, they can share it directly to their respective social media accounts.

A successful E-marketing business is a quality business. To support the success of E-marketing business, also need to do Financial Planning and management properly.

## CONCLUSION

From PKM activities in the form of this training, the results obtained from increasing the understanding and skills of PKM partners (Ida Couturier) in marketing services that were previously traditionally carried out for their fashionable businesses into service marketing (E-marketing) by utilizing social media.

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