
Empowering Female Entrepreneurs of 'Aisyiyah Bandung with Digital Marketing Literacy

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Abstract

The Project on Digital Marketing Training and Assistance for Female Entrepreneurs of 'Aisyiyah in Bandung City has proven to be a transformative initiative. It effectively enhanced the digital marketing strategies of MSMEs entrepreneurs, enabling them to conduct promotions and advertising through social media with efficiency and effectiveness. The program garnered participation from 20 dedicated individuals, all facing challenges in digital promotion. The active involvement, enthusiastic participation, and lively discussions throughout the training and focused group discussion (FGD) sessions demonstrated the commitment of these MSMEs entrepreneurs, particularly those affiliated with 'Aisyiyah. The outcomes and insights gained from the program have provided tangible solutions for the practical implementation of digitalization in their marketing endeavors. To further refine and extend the reach of such activities, future collaboration with external partners is essential. Such collaboration would facilitate the provision of digital literacy support to MSME entrepreneurs, especially in the marketing domain, ultimately boosting their sales revenue. In conclusion, this project program has impacted the digital marketing competencies of 'Aisyiyah Bandung's female MSMEs entrepreneurs. Effective training and support have equipped them to harness the potential of digital platforms for business growth.

Keywords: Digital Marketing Literacy, Instagram, MSMEs, Social Media

INTRODUCTION

Indonesia's economy has shown resilience in the face of global economic crises, thanks in large part to the pivotal role played by Micro, Small, and Medium Enterprises (MSMEs) (Sedyastuti et al., 2021). Additionally, these MSMEs contribute significantly to reducing unemployment rates within the country. Presently, the contributions of MSMEs have translated into regional and national revenue for Indonesia (Muliadi et al., 2020). Social media has emerged as a powerful tool for small businesses to market their products (Hassan et al., 2015; Kadam & Ayarekar, 2014). Social networks are defined as a set of Internet applications that create an ideological framework enabling users to create and share user-generated content (Wyrwoll & Wyrwoll, 2014). Social networking applications are available on social networking sites, allowing users to interact, connect, and communicate with each other through instant messaging (Rachmawati et al., 2018). These applications are designed to disseminate and initiate online information about user experiences when consuming products or brands with the primary goal of reaching (engaging) the public. Engaging consumers in a business context can lead to increased revenue (Nadeem et al., 2015; Pansari & Kumar, 2017).

In fact, there is still a very limited number of MSMEs entrepreneurs who use digital marketing. This occurs because MSME entrepreneurs lack knowledge about digital marketing (Afifah & Najib, 2022). This issue can be addressed by imparting knowledge about the importance of digital marketing in the business world. Growing number of internet users

represents a significant potential for MSMEs entrepreneurs to utilize online sales platforms. Thus, MSMEs entrepreneurs can expand their businesses through both offline and online activities (Lee & Hallak, 2020).

This issue is also experienced by MSMEs among female entrepreneurs of 'Aisyiyah Bandung. The impact of the COVID-19 pandemic has pushed several female entrepreneurs of 'Aisyiyah Bandung to the brink of closure. Low sales have increased production costs, resulting in minimal profits. This is the primary motivation behind conducting this project activity, to train and mentor female entrepreneurs of 'Aisyiyah Bandung. The main issue faced by partners now is marketing, particularly how to market products digitally. Currently, female entrepreneurs of 'Aisyiyah Bandung still rely on traditional methods, selling products from home without any digital marketing activities. Marketing is currently done by sharing promotions in WhatsApp groups among the close contacts of the MSMEs owners. Based on the problems, it is essential for MSMEs owners to learn and understand how to expand their market and reach a wider consumer base through digital marketing strategies.

RESEARCH METHODS

The team has defined several approaches within this project. First, the Training method involves providing material for the participants (Rohayati & Wulandari, 2017). This method is implemented to impart additional knowledge to the partners regarding digital marketing strategies and to provide an overview of the technical guidance that team will offer to the participants. The location for this method is the Digital Community Center at Universitas 'Aisyiyah Bandung. Developing the operational plan for the project activity involves several crucial steps. To begin, the team will conduct coordination meetings to assign roles, schedule further coordination meetings, and ensure that every aspect of the project, from initial preparation to execution, monitoring, evaluation, and report compilation, adheres to the established plan.

The project program is designed to span a period of five months, encompassing various stages, including preparation, program execution (comprising training, mentorship, technical guidance, facilitation, and mediation), monitoring, report preparation, and the authoring of a scholarly article for a Journal with an ISSN. The training and mentorship phase will take place at the Digital Community Center of Universitas 'Aisyiyah Bandung, where participants will gain essential knowledge and hands-on experience. The crucial phase of monitoring and evaluation aims to assess the outcomes of the program, measure the success indicators, and identify any potential weaknesses, while also examining the factors contributing to the overall performance (Kamau & Mohamed, 2015). This phase will provide valuable insights for the compilation of reports and offer recommendations for future project activities.

RESULTS AND DISCUSSION

The project activity focused on providing Digital Marketing Training and Assistance for Female Entrepreneurs of 'Aisyiyah Bandung, with a strong emphasis on utilizing Social Media Management, Instagram Advertising, and the Canva Application as powerful tools for promoting their businesses. This initiative garnered considerable attention and drew the participation of a total of 20 enthusiastic and motivated female entrepreneurs. The overwhelming support and appreciation expressed by the participants underlined the pressing need for such a program, as many of the MSMEs (Micro, Small, and Medium-sized Enterprises) entrepreneurs faced significant challenges in the realm of digital promotion. The program's inception involved comprehensive planning discussions by the dedicated team responsible for its execution. These planning sessions laid the groundwork for a well-structured and effective program that would address the specific needs of the participating entrepreneurs. Once the project program officially commenced, it entered its initial phase, which entailed the presentation of materials and engaging in interactive discussions. This phase unfolded seamlessly, with the participants displaying a high level of enthusiasm and engagement. This was particularly notable among those entrepreneurs affiliated with 'Aisyiyah, who actively took part in the program by asking insightful questions, offering valuable feedback, and sharing their unique insights into the challenges they faced within their respective businesses. After the presentation of materials, the participants further delved into sharing their core issues and obstacles encountered in their enterprises. This collaborative and open exchange of experiences and challenges not only fostered a sense of community and support among the entrepreneurs but also allowed the program to tailor its content and assistance to address the specific needs and concerns of these dedicated female entrepreneurs.



Figure 1. Counseling Activity to Participants

Following a brief intermission and a well-deserved lunch break, the program seamlessly continued, demonstrating its commitment to the development and empowerment of the participating female entrepreneurs. The next phase involved a structured and purpose-driven Group Discussion session, commonly referred to as a Focused Group Discussion (FGD). The

primary objective of this session was to collaboratively explore and develop solutions to the myriad challenges faced by MSMEs entrepreneurs (O. Nyumba et al., 2018). This FGD session marked a pivotal moment in the program, as it underscored the commitment of all 20 participants to actively engage with their business challenges and work collectively to identify effective solutions. The vibrant discussions and dynamic exchange of ideas and experiences showcased the participants' dedication to not only overcoming obstacles but also to excel in the realm of digital marketing. The program fostered an environment where these entrepreneurs could pool their collective wisdom and problem-solving skills, making it a significant catalyst for growth and development.

As the project activity neared its conclusion, it celebrated the achievements and collaboration of all participants with a group photo session. This symbolic moment not only served as a memento of the shared experience but also highlighted the unity and camaraderie that had developed during the program. The program wrapped up by acknowledging the participants' dedication and hard work through the online distribution of certificates. These certificates symbolized the successful completion of the program and served as a testament to the participants' unwavering commitment to enhancing their digital marketing skills. The issuance of certificates was a significant step in ensuring that the entrepreneurs received the recognition they deserved for their active participation and relentless pursuit of knowledge and skills.



Figure 2. Photo Session

CONCLUSION

The project has significantly enhanced the business strategies of the 'Aisyiyah Bandung female MSMEs entrepreneurs in the realm of digital marketing (Darma & Noviana, 2020; Saura, 2021). This empowerment enables the participating partners to engage in promotional and advertising activities through social media platforms both effectively and efficiently. Based on the outcomes of this initiative, it is evident that the program has delivered practical solutions for the implementation of digitalization in the field of marketing for the MSMEs participants. To further refine and expand activities of this nature, future collaboration with external partners is essential to provide digital literacy support to MSMEs entrepreneurs, especially in the

marketing domain, ultimately boosting their sales revenue. This project program has made a noteworthy impact on the digital marketing competencies of 'Aisiyiah Bandung's female MSMEs entrepreneurs. Through effective training and support, these entrepreneurs are now better equipped to harness the potential of digital platforms for business growth. However, it is essential to explore partnerships with other stakeholders to extend the reach of digital literacy initiatives, fostering greater economic prosperity among MSMEs entrepreneurs. This program has not only addressed immediate marketing challenges but also paved the way for continued development and progress in the digital landscape for these female entrepreneurs.

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