

## Increased Marketing Of Msme Through Quality Product Management, Digital Marketing And Digital Financing

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### Abstract

Caringin District is one of the sub-districts in Bogor Regency, West Java. The economy of the people of Caringin District depends on the agricultural, trade, industrial and manufacturing sectors. The majority of Micro, Small and Medium Enterprises (MSMEs) in Caringin District are in the trade and manufacturing sector, namely processed food and other similar snacks, clothing, craftsmen and convection entrepreneurs. The main challenges faced by MSME players are the lack of understanding and skills in using digital technology and the lack of the next generation to continue the business. The aim of this activity is to improve MSME marketing through quality product management, digital marketing and digital financing. The methods used are outreach to local government, training and observation. This activity involves MSME players, academics and government to help improve MSME marketing through quality product management, digital marketing and digital financing.

**Keywords:** Micro, Small, and Medium Enterprises (MSMEs); Caringin District; Digital marketing; Digital financing; Quality product management.

## I. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are an important sector in a country's economy. MSMEs are known as business actors who have a strategic role in creating jobs, strengthening competitiveness and increasing economic growth. (Firdausya & Ompusunggu, 2023). As time goes by, the human population will increase in Indonesia and the number of unemployed will also increase. Therefore, Micro, Small and Medium Enterprises (MSMEs) play a very important role in advancing the Indonesian economy, including in Bogor Regency, West Java. However, many MSMEs face major challenges, such as low product quality, lack of understanding of digital marketing, and limitations in accessing adequate financing. In Bogor Regency there is a lot of business potential, but many MSMEs are experiencing a decline in business sustainability rates, one of which is due to tight competitiveness in the digital era and the lack of the next generation of business people.

Entrepreneurship is very important for the young generation as business successors, because the young generation is the next generation to create new jobs for themselves and others. (Hutagalung et al., 2019). In this era of digitalization, the younger generation needs to explore entrepreneurship to help MSMEs develop with

the help of the understanding of digital technology possessed by the younger generation in this modern era.

Caringin District is a district located in the southern part of Bogor Regency which has an area of 5,729.9 Ha with an altitude of 556 DPL. Caringin District consists of 12 villages and has an economy based on the agricultural, trade, industrial and manufacturing sectors. Micro, Small and Medium Enterprises (MSMEs) are an important part of this region, especially in the trade and manufacturing sectors, namely food processing, clothing, crafts and convection. The MSME sector in Caringin District has a strategic role compared to other business sectors in this region.

One of the main factors in advancing MSMEs in Caringin District, Bogor Regency is support from the government and academics. The government can help MSME players by providing assistance in the form of facilities such as financing, technology development and facilitating access for MSME players regarding licensing and reducing taxes. Meanwhile, academics can provide assistance in the form of training for MSMEs in Caringin District, Bogor Regency, West Java.

To answer this problem, Pakuan University Lecturers and Universiti Malaysia Sabah Lecturers conducted Focus Group Discussion (FGD) training activities for approximately 40 Micro, Small and Medium Enterprises (MSMEs) in Caringin District, Bogor Regency, West Java. With the theme "Improving MSME Marketing through

Quality Product Management, Digital Marketing and Digital Financing". Based on the results of Focus Group Discussion (FGD) activities by Pakuan University and Universiti Malaysia Sabah lecturers, there is still a lack of public understanding about the digital potential that can be developed.

It is hoped that the Focus Group Discussion (FGD) activities and training provided by lecturers from Pakuan University and Universiti Malaysia Sabah will encourage positive progress for Micro, Small and Medium Enterprises (MSMEs) and encourage motivation for the younger generation to get involved in development of Micro, Small and Medium Enterprises (MSMEs) in Caringin District, Bogor Regency, West Java.

**II. METHOD**

The Focus Group Discussion (FGD) activity carried out by Pakuan University Lecturers and Universiti Malaysia Sabah Lecturers aims to develop products owned by MSMEs in Caringin District. The method for implementing this activity uses qualitative methods by conducting interviews and brainstorming with MSME actors as a technique for collecting data regarding the challenging problems faced by MSME actors. This FGD involved 40 MSME actors in Caringin District, Bogor Regency, West Java.

Tabel 1. Identify Problem

No	Problem
1	lack of understanding and skills in the application of cost of goods produced
2	understanding of product packaging
3	understanding of quality product management
4	understanding of digital marketing systems
5	understanding access to digital financing

There are several stages carried out in this Focus Group Discussion activity, namely the preparation stage, training and direct observation. The preparation stage was carried out by means of socialization with members of the local government, namely the sub-district head of Caringin District regarding Focus Discussion Group activities which would be carried out at the Caringin District Office, then the training stage where lecturers from Pakuan University and Universiti Malaysia Sabah provided material presentations on Improving MSME Marketing through Management Quality Products, Digital Marketing, and Digital Financing, and finally the observation stage where the lecturers took part in seeing the location of one of the MSME actors in Caringin District.

**III.RESULTS AND DISCUSSION**

This Focus Group Discussion (FGD) activity is an activity that aims to provide a deeper understanding to

MSME players in Caringin District so that they can help MSME players to improve marketing by providing training on quality product management, digital marketing, and digital financing as well as opening opportunities for collaboration between government, academics and business actors. With the support of experts from Pakuan University and Universiti Malaysia Sabah lecturers, this FGD is the first step for Micro, Small and Medium Enterprises (MSMEs) in Caringin District to be able to compete in the current era of digitalization.

One of the Focus Discussion Group activities carried out in Caringin District, Bogor Regency, West Java was an interactive brainstorming session conducted between resource persons and participants. The results of the brainstorming show that the majority of MSMEs in Caringin District face several challenges, namely a lack of understanding and skills in implementing cost of production (HPP), product packaging, quality product management, digital marketing systems, and access to digital financing. The active participation of MSME actors in Focus Discussion Group activities is very important for business sustainability.

In today's digital era, digital marketing has become a very effective tool for reaching consumers. MSMEs need to utilize social media platforms such as Instagram and Facebook to promote their products widely. Companies that adopt digital marketing strategies tend to experience faster sales growth compared to those that do not (Chaffey & Ellis-Chadwick, 2019).



Fig. 1 Focus discussion group activities

Caringin District is an area with large MSME potential. However, business actors in this region have difficulty adapting to current developments, especially in terms of digitalization and marketing innovation. To answer this challenge, a Focus Group Discussion (FGD) was held with the theme "Improving MSME Marketing through Quality Product Management, Digital Marketing and Digital Financing".



Fig. 2 Products of MSME players

To develop the potential of these business actors, academic lecturers emphasize the importance of product innovation and improving product quality to increase competitiveness. The lecturers also provided material related to digital platforms that can be used to market their products more widely and efficiently. A digital platform that is more easily accessible to MSME players was also introduced by the lecturer.



Fig. 3 Observation of the location of one of the doll manufacturer business actors

After the Focus Group Discussion (FGD) event was completed, the team of Pakuan University and Universiti Malaysia Sabah lecturers made observations at one of Mr. Putu's doll manufacturing businesses. This MSME product has been running since 2006 until now. During the visit, Mr. Putu revealed that one of the main challenges faced by MSME players is the lack of the next generation to continue the business, which is a factor in many MSME businesses closing.

#### IV. CONCLUSIONS

The Focus Discussion Group activity carried out in Caringin District, Bogor Regency, West Java was a strategic first step to assist in the development of Micro, Small and Medium Enterprises (MSMEs) in the region. This event succeeded in identifying the main challenges

faced by MSME players, such as determining the cost of goods sold, managing quality products, digital marketing methods, and access to digital financing. Through interviews and brainstorming methods as well as training, MSME players get solutions related to the problems they have faced so far and can be directly implemented to increase the competitiveness of their businesses.

Quality product management, digital marketing and digital financing have proven to be the keys to the success of MSME players so that they are able to compete and adapt in the current era of digitalization. Apart from that, this FGD activity can be a bridge for collaboration between government, academics and business actors. This collaboration is very important to maintain and support MSMEs in a sustainable manner.

Continuous training programs are needed regarding quality product management, digital marketing and digital financing to ensure that MSMEs can continue to develop in the modern era. Not only that, entrepreneurial training programs for the younger generation are also needed to encourage the younger generation to get involved in the sustainability process of Micro, Small and Medium Enterprises (MSMEs) in an effort to overcome the problem of the lack of the next generation.

After this Focus Group Discussion (FGD) activity is completed, it is hoped that it will have a big positive impact and change for the development of Micro, Small and Medium Units (MSMEs) and become a sustainable program to help the economic growth of MSMEs in Caringin District and be the start of collaboration between the governments, academics, and business people. And it can encourage business actors to continue to innovate and develop so that they can make a big contribution to the economy in Caringin District, Bogor Regency, West Java.

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