

## Increasing the Potential of Pondok Salak MSMEs and Digital Marketing in Jatirejo Diwek Jombang

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**Abstract.** This community service examines the conditions and potential of digital marketing for MSME business actors in Jatirejo Village, Diwek, Jombang, especially in the context of diversification of processed salak products. By using a local potential approach, this service identifies the level of knowledge and skills of business actors in processing salak-based products that are still less than optimal so that the PKM team provides training on product diversification such as salak juice, salak nastar, salak bakpia, salak cireng, salak crackers, and Salak crackers are an economically valuable product. In addition, the research also explored how confident they are in implementing digital marketing strategies to increase the visibility and market penetration of their products. The results of this research provide recommendations for developing appropriate training and mentoring programs to improve digital marketing skills among MSMEs in Jatirejo Village.

**Abstrak.** Pengabdian kepada masyarakat ini mengkaji kondisi dan potensi pemasaran digital bagi pelaku usaha UMKM di Desa Jatirejo, Diwek, Jombang, khususnya dalam konteks diversifikasi produk olahan salak. Dengan menggunakan pendekatan potensi lokal, pengabdian ini mengidentifikasi tingkat pengetahuan dan keterampilan pelaku usaha dalam mengolah produk berbahan dasar salak yang masih kurang optimal sehingga tim PKM memberikan pelatihan tentang diversifikasi produk seperti sari salak, nastar salak, bakpia salak, cireng salak, krupuk salak, dan krupuk salak menjadi produk bernilai ekonomis. Selain itu, penelitian juga mengeksplorasi seberapa percaya diri mereka dalam menerapkan strategi pemasaran digital untuk meningkatkan visibilitas dan penetrasi pasar produk mereka. Hasil penelitian ini memberikan rekomendasi untuk pengembangan program pelatihan dan pendampingan yang sesuai untuk meningkatkan keterampilan pemasaran digital di kalangan UMKM Desa Jatirejo

**Kata Kunci:** Pemberdayaan, Optimalisasi UMKM, salak, diversifikasi produk, pemasaran digital

## INTRODUCTION

In Jatirejo Village, Diwek, Jombang, Pondok Salak MSMEs have abundant potential thanks to the abundant availability of salak raw materials (Hartanti et al., 2018). However, this potential is not yet fully optimal due to limitations in processing, business management and marketing. One of the main obstacles is the lack of knowledge and skills in digital marketing, which is currently the key to success in expanding market reach (Andrika & Suroso, 2024). Digital marketing offers various opportunities to introduce products to a wider market, increase brand awareness and facilitate transactions with consumers. As community service lecturers, the PKM Team is committed to providing assistance and training to MSMEs

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in aspects of product diversification and digital marketing strategies. In this way, it is hoped that Pondok Salak MSMEs can increase their competitiveness, expand their market, and make a greater contribution to the local economy of Jatirejo Village. Against this background, increasing the potential of Pondok Salak MSMEs in Jatirejo Village, Diwek, Jombang requires a holistic approach that not only includes technical training on product diversification, but also assistance with effective digital marketing strategies (Wasan & Sariningsih, 2021). As community service lecturers, the PKM Team will focus on several main steps: first, providing education regarding innovative and hygienic salak processing techniques to ensure consistent product quality. Second, carry out intensive training in the use of digital tools and platforms, such as social media, e-commerce, and search engine optimization (SEO), to increase product visibility in the online market. Third, the PKM Team will help build a partnership network with related parties, such as local government, financial institutions and the business world, to strengthen the local business ecosystem. With this combination of efforts, it is hoped that Pondok Salak MSMEs can overcome existing obstacles, optimize their potential, and develop into independent and competitive business entities in this digital era. Furthermore, it is important for Pondok Salak MSMEs to understand and apply a strong branding concept so that their products can be known and remembered by consumers. Good branding not only increases product attractiveness, but also creates customer loyalty. The PKM team will hold workshops on attractive packaging design, logo creation and brand story development that is authentic and capable of depicting the uniqueness of Jatirejo salak products. Apart from that, the PKM Team will also teach the use of data analysis to understand consumer behavior and market trends. By utilizing analytical data, MSMEs can make more precise and strategic decisions, such as determining the most popular products, effective promotional times, and more specific target markets.

To expand market access, the PKM Team will assist Pondok Salak MSMEs in building and managing online stores through various popular e-commerce platforms. This includes how to upload products, write engaging descriptions, manage stock, and understand logistics and customer service. The PKM team will also provide guidance on how to optimize social media as a marketing tool, including creating interesting content and using paid advertising to reach a wider audience.

Apart from technical aspects, the PKM Team will also hold training sessions on financial management and access to capital. This includes neat financial records, cash flow management, and how to apply for small business funding or credit. With good financial management, MSMEs can guarantee the sustainability and growth of their business.

All these efforts aim to empower Pondok Salak MSMEs to be able to compete in an increasingly competitive market, not only at the local level but also nationally and internationally. By increasing knowledge and skills through this assistance, the PKM Team hopes that MSMEs in Jatirejo Village can become successful examples for other regions, advancing the village economy and improving the welfare of the local community.

In addition to the initiatives already mentioned, the sustainability of this program requires ongoing evaluation and monitoring to ensure that the training and mentoring provided is truly effective and produces real results. The PKM team will develop an evaluation system that includes regular assessments of MSME development, both in terms of improving product quality, increasing sales volume and market expansion. The PKM team will also initiate the formation of a community or working group between Pondok Salak MSMEs to strengthen networking and collaboration. In this community, MSME players can share experiences, exchange ideas and support each other in overcoming the challenges they face. This collaboration can include various aspects such as joint purchasing of raw materials to reduce costs, sharing production resources, to joint marketing campaigns to expand market reach. Apart from that, the PKM Team will encourage the active participation of MSMEs in various exhibitions and bazaars, both at regional and national levels. Participation in these events will provide opportunities for Pondok Salak MSMEs to promote their products, build business networks, and get direct input from consumers. Support from the local government and various related agencies will be very important in providing access and facilities to take part in this exhibition.

The PKM team also plans to develop a mentoring program involving successful entrepreneurs and business practitioners as companions for Pondok Salak MSMEs. Through the mentoring program, MSME players can gain insight and practical guidance directly from experienced experts in the related industry.

Finally, the PKM Team will seek collaboration with educational and community service institutions to develop salak-based product innovations. This collaboration will include dedication and development (R&D) to create new products that have added value and high competitiveness. With continuous product innovation, Pondok Salak MSMEs can remain relevant and adaptive to changes in market trends and consumer preferences.

Overall, this program aims to create a business ecosystem that supports the sustainable growth of Pondok Salak MSMEs. With a comprehensive and collaborative approach, it is hoped that Pondok Salak MSMEs in Jatirejo Village, Diwek, Jombang can achieve their maximum potential, make a significant contribution to the local economy, and improve the

welfare of the community as a whole.

This activity was attended by approximately 20 participants from Jatirejo village, sub-district. The location for entrepreneurship training activities was held at the Jatirejo village hall from 20 to 27 March 2024. The purpose of carrying out this activity is: A process of activities to increase knowledge, attitudes and skills about entrepreneurship intended for the community, so that they recognize, are interested in and are able to become strong entrepreneurs.

## **METHOD**

The method for implementing the training "Developing Local Potential: Diversification of processed salak products" which aims to increase self-confidence in selling and procedures for halal management for women heads of families in Jatirejo Village, Diwek District, Jombang Regency, is a structured and inclusive process. The training begins with a needs analysis to determine the challenges and potential faced by participants, such as limited knowledge about production techniques, diversification of processed salak products and optimizing digital marketing.

Furthermore, the training method will include the delivery of comprehensive material, including practical demonstrations of techniques for making Diversified processed salak products and in-depth explanations about optimizing Digital Marketing. This material is delivered in a friendly and easy to understand approach, and uses examples that are relevant to the local context of Jatirejo Village. .

After that, a hands-on practical session was held where participants were invited to be directly involved in the process of making diversified processed salak products, where they could apply the knowledge they had just learned. This session is also an opportunity for them to ask the instructor directly about things they do not understand. Apart from that, in this training method there will be group discussions and role plays to stimulate creativity and collaboration between participants. This discussion will allow them to share experiences, ideas and solutions related to local potential development and halal management.

Finally, an evaluation will be carried out to measure the effectiveness of the training and ensure that participants have gained an adequate understanding of the techniques for making Diversified processed salak products and halal management procedures. This evaluation will also provide useful feedback for future improvements.

Overall, this training implementation method is designed to provide a holistic approach that not only improves participants' technical skills in local product development, but also

increases their understanding of the importance of halal management and builds confidence in facing challenges in product sales.

### **Activity Implementation Time**

In carrying out the training which is scheduled for 20-27 March 2024, there are several steps that must be taken into account so that the training runs well. Pre-Training Preparation several weeks before the implementation date, prepare comprehensive training materials, including presentations, practical demonstrations, and additional materials such as leaflets or practical guides. And also ensure that all the facilities and infrastructure needed for the practical session are ready.

## **RESULTS AND DISCUSSION**

Description of activities in the training "Developing Local Potential: Diversification of processed salak products and Digital Marketing" for Female Heads of Families in Jatirejo Village, Diwek District, Jombang Regency:

### **1. Introductory and Motivational Session (Day One)**

Participants are introduced to the objectives and benefits of the training. Motivation was given about the importance of developing local potential and complying with halal management principles in the production of diversified processed salak products. Participants are given the opportunity to express their hopes and expectations for the training.

### **2. Providing Training Materials (Day One and Day Two)**

Explanation of manufacturing techniques for the diversification of processed salak products, including selection of raw materials, processing and drying techniques. Discussion of halal management rules, including Digital Marketing procedures, in product marketing.

### **3. Practical Session (Day Two)**

Participants will be involved in direct practice in making diversified processed salak products with the guidance of an instructor. Participants will practice every stage of the production process, from cleaning snake fruit skin to the drying process. Instructors will provide individual feedback and guidance to participants during practice sessions.

### **4. Group Discussion (Days Two and Three)**

Participants will be divided into small groups to discuss challenges and opportunities

in developing and marketing local products.

They will plan effective sales strategies and share experiences and creative ideas.

### **5. Role Play (Third Day)**

Role play will be carried out to simulate halal sales and management situations in the real world. Participants will play the role of sellers and buyers, where they will face various challenges and must solve them by considering management aspects.

### **6. Evaluation and Closing (Day Three)**

Evaluation is carried out on participants' understanding and skills regarding the training material. Participants are given the opportunity to provide feedback on the training and suggestions for future improvements.

The closing was carried out by providing certificates of success to the participants and planning follow-up steps to support them in developing a sustainable diversification of processed snake fruit products. With this structured activity description, it is hoped that participants can gain the knowledge and skills needed to increase production of diversified halal processed salak products and grow their confidence in selling products.

During the training, participants will be involved in presentations, discussions, case studies, individual and group assignments, as well as question and answer sessions. This training aims to provide entrepreneurs with knowledge and practical skills in the process of making salak bark crackers that are effective in promoting their business through interesting and relevant production skills.

The implementation of service begins with the preparation stage, namely coordinating with the Service Team to determine the initial activities or schedule that must be prepared, at this stage there is also a division of tasks for each team and its members according to their respective areas of expertise.

The output targets in the next stage will be achieved to overcome the problems faced by the target group, so in PPM activities, the service team carries out several activities, including:

#### **1. Theory**

The result of this activity is the mastery of the ability of the training participants (20 people) in conveying and describing various types of salak products, based on the results of a written test delivered in a multiple choice test model with 15 questions, with scoring if correct given a mark of 1 and if incorrect given a mark. 0. Then the following data is obtained There are 4 people (20%) who have mastery of knowledge in the very good category. A total of 7 people (35%) were in the good category and 9 people (45%) had participants' knowledge level in the medium category, and none were in the poor category. So from these data it can be

concluded that the general level of knowledge of participants in understanding the material is in the sufficient category.

## 2. Skills in processing snake fruit-based products

Practical activities are part of the activities after the presentation of the material with a demonstration of making salak skin crackers. The participants on the first day and the second day were each divided into 4 groups, namely on the first day all groups took part in a knowledge deepening seminar on business management, on the second day all groups received ingredients and money to rent equipment for cooking salak skin crackers, while on the third day they created content to be marketed on social media.

Based on the evaluation results of the implementation of PPM, the results of the training that can be achieved are that participants can have the skills to make snake fruit crackers. The products produced by participants must meet several criteria both in terms of taste and shape..

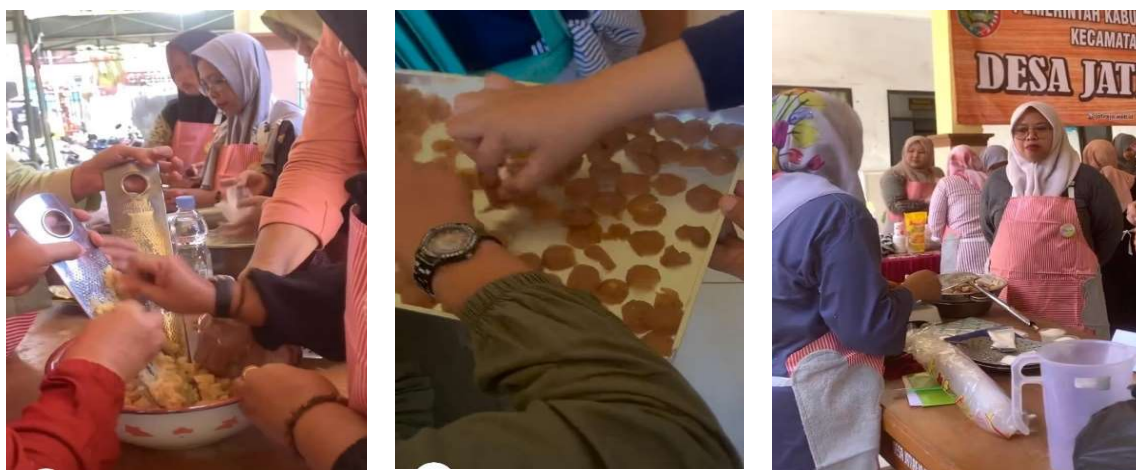


Image: PKM Team distributing materials & providing examples of the production process

Participants in the practice of producing snake fruit crackers, namely at the first meeting, made preparations for forming a work team and the media that would be used the following day: Making products from the preparation of processed snake fruit ingredients. Participants understand how to make the correct product so that participants can apply it when practicing at home. The process of making products at a higher level and sometimes experienced several failures by participants such as not being able to crisp and tasting bitter. After participants create the product, there is an evaluation stage. Practical evaluation is carried out to determine the ability to master product processing skills for training participants. Based on the results of the assessment and continued with descriptive analysis, it can be seen the distribution of practical abilities of training participants which are grouped into three categories. A total of 12 people (60%) were in the good category, 5 people (25%) were in the moderate category

and the remaining 3 people (15%) were in the poor category. The average level of skill ability in product processing is in the medium category.

### **3. Determine the selling price and package the resulting product**

The training provided provides knowledge to participants about the elements needed to determine the final selling price, such as various burden costs, cost price, selling price and financial percentages. Apart from that, participants can also understand the stages in determining the selling price and predict when they will experience the sales break-even point or what is often called BEP (Break event Point). Participants who can determine the BEP indicate that the participant can predict how much and for how long the participant will sell their product.



Picture. Examples of product photos processed by participants for social media content

Participants are also given examples of packaging, especially in packaging snake fruit cracker products as well as business logos for marketing. Participants will gain an in-depth understanding of business management procedures related to the production of diversified processed snake fruit products. This material includes knowledge about the basic principles of the importance of Digital Marketing. During the training, participants will engage in a variety of interactive activities, including group discussions, case studies, and role plays, designed to deepen their understanding of both materials. Additionally, question and answer sessions and open forums will provide opportunities for participants to exchange ideas, resolve doubts, and share experiences with instructors and fellow participants. This training is expected to provide a strong foundation for participants to develop their diversified production skills for processed salak products and increase their understanding of the importance of compliance with business management principles in their business.

## **CONCLUSION**

Conclusions from the results of the salak processed diversification training for



participants may vary depending on several general conclusions that can be drawn:

### **1) Diversification of Processed Salak Products**

The knowledge and skills of the Jatirejo Village community in processing salak through product diversification such as salak juice, salak nastar, salak bakpia, salak cireng, salak crackers, and salak skin into economically valuable products are still at the basic stage and require improvement. Even though people have access to abundant raw materials for snake fruit, many have not yet mastered innovative and efficient processing techniques that can increase the added value of the product. The lack of training and mentoring on how to diversify products means that the economic potential of snake fruit has not been fully maximized. For this reason, there is a need for intervention in the form of intensive education and training from various parties, including academics and practitioners, to strengthen the community's capacity to produce processed salak products that are high quality and competitive in the market.

### **2) Marketing Cost Savings**

Local business actors in Jatirejo Village still have a limited level of confidence in marketing processed salak products through digital marketing. Even though the potential for using digital marketing to expand market reach and increase product visibility is enormous, many of them do not fully understand and master effective digital marketing strategies. Lack of knowledge about online marketing techniques, such as the use of social media, search engine optimization, and managing digital advertising campaigns, is a major obstacle in adopting digital platforms for their business needs.

Therefore, to increase self-confidence and skills in marketing processed salak products through digital marketing, structured efforts are needed in the form of intensive training, practical workshops, and direct guidance from digital marketing experts. This approach will not only help build the required competencies, but also provide moral encouragement and confidence to local business actors to take strategic steps in exploiting the potential of digitalization for the progress of their business.

**3) Participants are skilled in making and packaging various acceptable products that are good and acceptable to consumers**

**4) Participants gain knowledge about salak product diversification efforts, including calculating selling prices, marketing strategies.**

**5) Participants gain knowledge and skills to be able to develop a home industry, namely making processed salak products around the area where they live as part of improving community welfare.**

- 6) The PPM activity program provides information, especially for participants, about the Dewantara Entrepreneurship Study Center
- 7) The PPM activity program builds positive synergy between the community in Jombang district, the government and the academic community.

Based on suggestions from this conclusion, the suggestions given in PPM activities are the PPM Team

- a. The plan for continuing the skills development of snake fruit crackers that has been given to PPM participants so that they can develop businesses that have been started by the community in Jatirejo Diwek Jombang village.
- b. There is a need for e-commerce training on digital sales strategies for participants so they can market their products and follow current consumer shopping trends. Knowledge about platforms that can be provided in digital product marketing, including Instagram, Tiktok and YouTube.

However, it is important to remember that the results of training in making snake fruit preparations for participants will vary depending on the implementation and efforts made. Consistency, quality of snake fruit, and a deep understanding of the target audience will be important factors in achieving success as a producer of processed snake fruit products.

## **SUGGESTION**

To increase the ability of local business actors to market processed salak products through digital marketing, several strategic steps are needed. First, local governments can initiate intensive training programs that focus on the use of digital platforms such as creating and managing online stores, optimizing social media, and digital advertising campaign strategies. This training should be packaged in the form of an interactive and practical workshop, so that business actors can immediately implement the knowledge gained.

Second, collaboration with educational institutions and digital marketing experts is very necessary to provide more in-depth technical guidance. This includes the use of analytics to understand consumer behavior, development of engaging content, and SEO (Search Engine Optimization) optimization techniques to increase online visibility.

Apart from that, encouraging collaboration between MSMEs in Jatirejo Village can strengthen business networks and support each other in facing digital marketing challenges. This can be done through the creation of online or offline communities that facilitate the exchange of experiences, successful marketing strategies, and other resources.

Finally, there needs to be regular monitoring and evaluation of the implementation of digital

marketing by MSMEs to assess its effectiveness. With this approach, it is hoped that the confidence and skills of local business actors in utilizing digital marketing can increase, so that they can compete more effectively in this increasingly digital market.

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