

DIGITAL MARKETING STRATEGIES FOR KUCEKIN LAUNDRY MSMEs

Ardiansyah Rasyid^{1*}, Erwin Wangsadjaja², Jevon Andina Dragon³, Wellson Arta⁴

¹⁻⁴ Faculty of Economics and Business, Accounting Study Program,

Universitas Tarumanagara Jakarta

E-mail: ¹⁾ ardiansyahr@fe.untar.ac.id

Abstract

Digital marketing strategies involve activities that responsibly address social and environmental aspects while meeting the needs of consumers and businesses. The training target is a laundry business located in West Jakarta, which faces numerous challenges, particularly in digital marketing. The goal of this activity is to help the business enhance its digital marketing knowledge to boost sales. The training method involves face-to-face sessions focusing on digital marketing, including how the business interacts with its environment and stakeholders. This strategy aims to improve brand loyalty, enhance employee and customer satisfaction, ensure compliance with regulations, and increase profitability. Through this activity, it is hoped that the issues faced by the business can be resolved, thereby improving its sustainability and effectiveness in marketing its services. The outcomes of this activity will include publications in journals and intellectual property rights (HLAKI).

Keywords: *Digital Marketing, Training, MSMEs, Intellectual Property Rights*

INTRODUCTION

In any business, having a robust digital marketing strategy is crucial. Digital marketing strategies involve techniques designed to promote products, services, or brands using digital platforms. They are essential for building a business that can achieve long-term goals (Pangestika, 2022). Generally, digital marketing strategies focus on how companies use digital tools effectively to create a sustainable business. This concept includes various principles and techniques that guide companies in developing effective digital marketing to achieve their business objectives.

A well-executed digital marketing strategy helps a business become known to the public or its target market. Good digital marketing increases brand awareness, sales, and customer engagement (Wan, 2023). Digital marketing is often more cost-effective and flexible compared to traditional marketing. The digital era enables entrepreneurs to keep up with the latest trends and analyze consumer behavior more easily. Additionally, digital marketing simplifies the process for consumers interested in purchasing advertised goods or services.

¹Universitas Tarumanagara Jakarta

Ardiansyah Rasyid

*E-mail: ardiansyahr@fe.untar.ac.id

Key components of a digital marketing strategy include identifying the target market, conducting market analysis and research, determining methods for gaining public interest, and choosing appropriate promotional tactics (Desai, 2019). The focus of this observation is Laundry Kucekin, a business offering laundry services including washing, ironing, and folding clothes. Located at Jalan Alpukat 3 No. 15, RT 003, RW 002, Kelurahan Tanjung Duren Utara, Kecamatan Grogol Petamburan, and owned by Mr. Hardy, the business started in 2020.

The laundry business was initiated after Mr. Hardy noticed that many students and local residents lacked time to wash their clothes and that doing it themselves might not be cost-effective. Despite the business's success due to its affordability, cleanliness, and speed, Laundry Kucekin has not yet fully harnessed the potential of digital marketing strategies to boost sales. The FEB Untar team aims to transfer knowledge on digital marketing strategies to enhance sales.

A. Partner Issues

Observations of Laundry Kucekin reveal that the primary challenge is the lack of knowledge about digital marketing. This gap negatively impacts competition with other businesses. To improve laundry service sales and ease for consumers, the Untar team believes that providing training in digital marketing strategies is essential for increasing Laundry Kucekin's revenue and maintaining business growth. The main issue to address is optimizing the partner's knowledge of digital marketing strategies.

B. Solutions and Outcomes

In order to address Laundry Kucekin's challenges, the proposed solution involves training in digital marketing, covering:

- Understanding Digital Marketing Strategies
- Benefits of Digital Marketing Strategies
- Methods of Implementing Digital Marketing Strategies

RESEARCH METHOD

The stages of the activities undertaken are as follows:

1. Preparation Stage

In this stage, the activity organizers conduct an initial observation of the main issues faced by the partner. The primary focus is to gain a deeper understanding of the partner's

condition by conducting face-to-face interviews to identify the key problems that need to be addressed promptly to prevent them from becoming ongoing obstacles.

2. Implementation Stage

During this stage, the organizers prepare training materials and arrange the necessary resources for the training session. They schedule the training and delegate tasks among the participating students. The training is then delivered through lectures, followed by a discussion or Q&A session to ensure comprehensive understanding.

3. Final Stage

In this stage, the organizers evaluate the success of the training program. They prepare a report that includes mandatory outputs such as publications and additional outputs like intellectual property rights (HAKI). The reporting phase serves as accountability for all the community service activities conducted by the students.

RESULTS AND DISCUSSION

Partner's Business Profile and Location

The partner for this activity is Laundry Kucekin, a business specializing in laundry services including washing, ironing, and folding clothes. Established in 2020, Laundry Kucekin is owned by Mr. Hardy and located at Jalan Alpukat 3 No. 15, RT 03, RW 02, Tanjung Duren Utara Village, Grogol Petamburan Sub-district.

The business was initiated after Mr. Hardy observed that many students and local residents lacked time for laundry and that doing it themselves was not always cost-effective. Recognizing the high demand for laundry services, Mr. Hardy decided to open Laundry Kucekin. Over time, customers have appreciated the service for its affordability, cleanliness, and speed. Below are some images of the laundry facility and operations:





Figure 1. Partner Situation

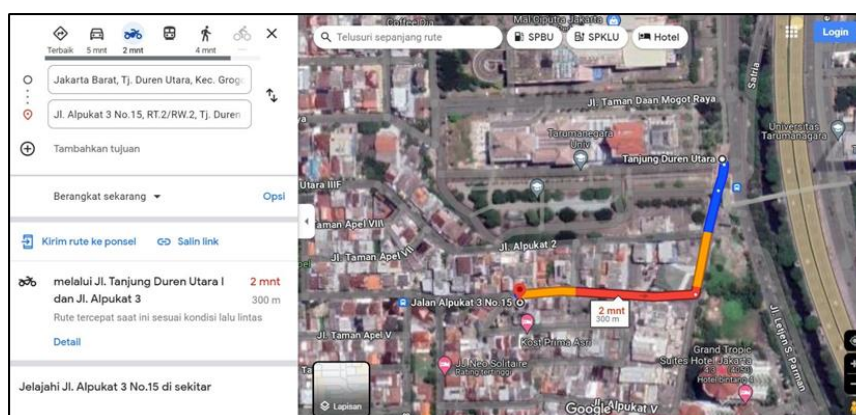


Figure 2. Partner Location

Science and Technology (IPTEK) Methods Transferred to the Partner

A. Digital Marketing Strategies Definition

Digital marketing strategies involve using applications, websites, search engines, social media, or other digital means to promote and sell products and services. Digital marketing utilizes the same principles as traditional marketing and can be an alternative way for businesses to approach consumers and understand their behavior (Desai, 2019). Companies can also combine digital marketing techniques with traditional marketing methods in their overall strategy. However, digital marketing also presents its own challenges, which can be addressed by staying updated with technological advancements. The popularity of digital marketing has grown with the expansion of internet usage since the 1990s (Kotler & Armstrong, 2019).

B. Benefits of Digital Marketing Strategies

Digital marketing strategies are crucial in today's business landscape. With the rapid development of internet technology and increasing demand for digital content, digital

marketing has become more important. Utilizing digital technology and various digital platforms is highly beneficial for interacting and communicating with the target audience, as well as for increasing brand awareness, boosting sales, and promoting customer engagement (Kotler & Armstrong, 2019). According to experts, digital marketing strategies positively impact brand awareness, drive sales growth, and enhance customer engagement. By using digital platforms and tools, businesses can target their customers more precisely, provide personalized content and interactive activities, thereby expanding their brand influence and attracting new customers. This also leads to increased purchases and customer loyalty (Wan, 2023).

C. Methods for Implementing Digital Marketing Strategies

Digital marketing channels have evolved since the 1990s and continue to develop today. Here are some methods that can be utilized:

- Website Marketing

Businesses can use a website as the central hub for their digital marketing activities. A website is effective for representing a brand, products, and services due to its memorability and clear usability. Websites should be mobile-friendly, fast, and easy to navigate (Perez, 2024).

- Pay-Per-Click Advertising

Users can employ pay-per-click (PPC) advertising to reach customers across various websites or digital platforms. Businesses can set up campaigns on Google, Pinterest, LinkedIn, X, and Facebook, displaying ads to people searching for products or services. Ads can target users based on location, interests, and demographic conditions (such as age or gender) (James, 2024).

- Content Marketing

Businesses can use content marketing to reach potential customers through engaging video content, written content, or other visual content. This content is uploaded to websites and promoted via email, search engines, social media, or PPC campaigns (Perez, 2024).

- Email Marketing

Email marketing is a relatively effective digital marketing channel, despite being perceived by some as spam. Businesses can use other digital marketing channels to gather

email addresses and then convert prospects into customers through email marketing (Yarilet & Margaret, 2024).

- Social Media Marketing

Social media marketing can be used for promotion, building customer trust, and increasing brand awareness. By engaging in social media marketing, such as posts and tweets, businesses can generate new leads and use it as a direct marketing or sales channel (Yarilet & Margaret, 2024).

- Affiliate Marketing

In affiliate marketing, companies and "influencers" promote other companies' products in exchange for a commission on new leads or sales. Many well-known companies, including Google, use affiliate programs, paying affiliates well for helping to promote or sell their products (Yarilet & Margaret, 2024).

- Video Marketing

Many internet users visit sites like Pinterest to decide on purchases, learn how to do something, or read reviews. Marketers can use various video marketing platforms, including Instagram Video, Facebook, and TikTok, to run video marketing campaigns. Integrating video with SEO, social media marketing, and broader content marketing can yield significant benefits (Yarilet & Margaret, 2024).

- Text Messaging

Businesses can also use text messaging (SMS) to send promotions or information about new products. Non-profit organizations and politicians use SMS for self-promotion and fundraising. Some marketing campaigns allow consumers to make payments or donations via SMS (Yarilet & Margaret, 2024).



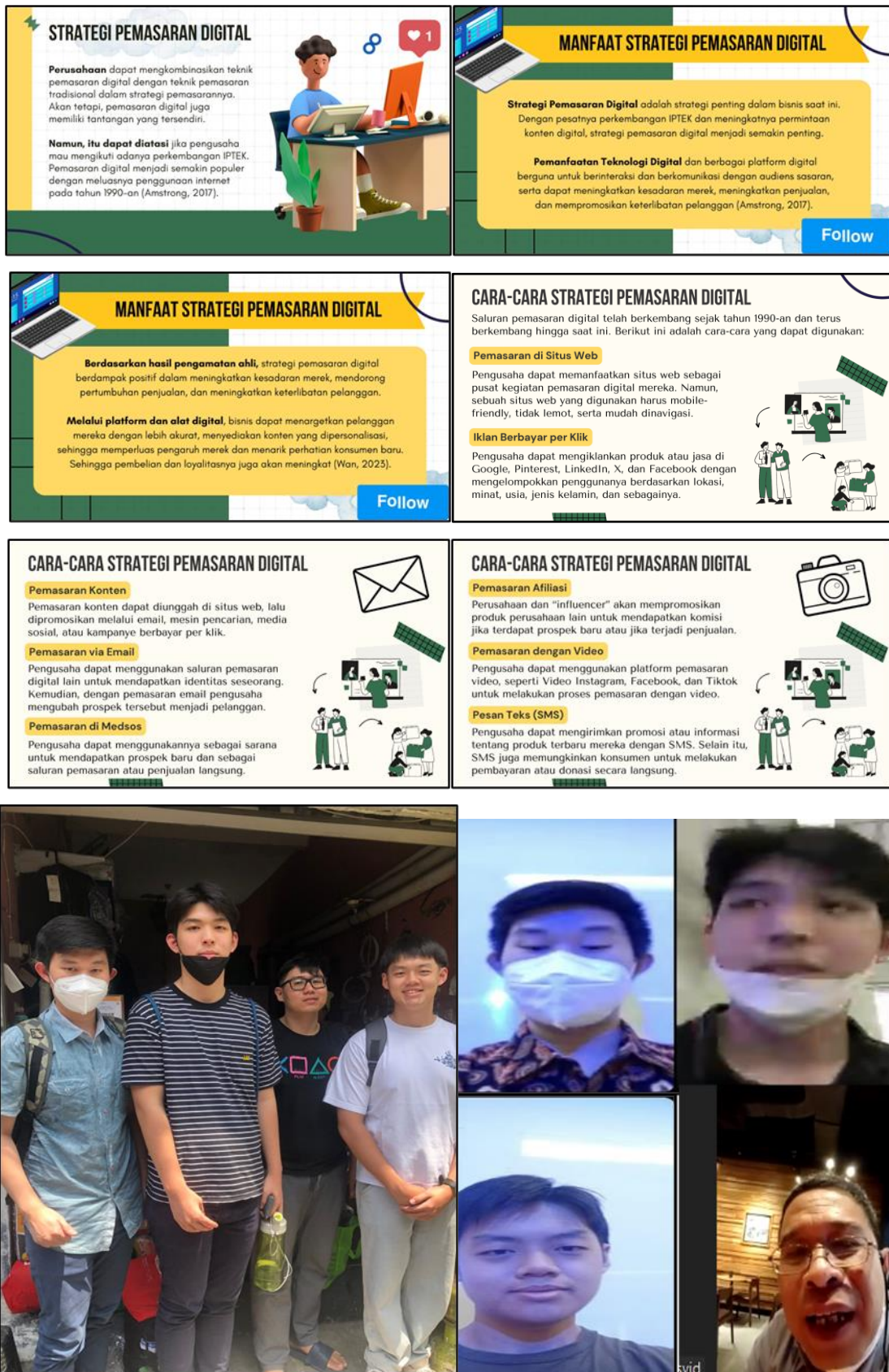


Figure 3. Documentation of the activity

CONCLUSION

The digital marketing strategy training was conducted online by a lecturer, with the assistance of three students in a face-to-face format, and proceeded smoothly and effectively. The training material was presented in a PowerPoint format, covering the definition, benefits, and methods of digital marketing. The recipient of the training expressed enthusiasm and gratitude, noting that the information provided offered valuable insights for developing their business. Throughout the training, the partner engaged actively in discussions and raised several questions related to the field of digital marketing.

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