



## Digital Marketing Training to Increase Luwuk Farmers' Association Sales

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**Abstract:** The goal of this PKM is to solve partner issues through digital sales applications (digital marketing) so that PPL products can reach a wide number of people. via a participatory approach, activities for farmers are being implemented by working together to develop answers via digital sales methods. Indonesia, like the rest of the world, is going through difficult circumstances. This is because the COVID-19 pandemic continues to spread, causing people's income to fall. As a result, one must be able to comprehend the numerous benefits and roles of using digital tools, motivating citizens and entrepreneurs to use digital tools in all activities. The advancement of digital marketing has an impact on the advancement of product advertising. The strategy employed to attain this goal is discussion combined with direct training at the Luwuk Farmers Association. By always following health rules, keeping your distance, and wearing a mask, this method is deemed in conformity with the goal of this service. It is intended that by participating in this activity, people would gain a better understanding of what it means to use digital marketing to boost corporate competitiveness. The majority of members feel optimistic about carrying out this activity.

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## INTRODUCTION

In Banggai, Luwuk is a location with prospective UMKM actors. One of the subjects that should be followed with regard to changes in sales-related factors is this one. Traditional advertising channels should be able to work together with digital tools, making UMKM actors as effective as possible at selling goods. It was discovered by sources on the search that not all UMKM actors employ digital marketing. A wonderful way for UMKM actors to employ marketing initiatives through the virtual world is to raise the value of Internet users. As a result, UMKM actors can conduct offline or online actions for business advancement.

During the epidemic, the emphasis is on selling online via whatsapp groups and story tales, but occasionally potential customers merely inquire rather than making a purchase, making it impossible to maintain communication and encourage customers to make a

purchase. The sale does not wish to be free from the competition element because there are too many competitors who are unable to appropriately promote items. No business sector often enjoys promotion, profit, and leisure. Since its rivals also want to enjoy it, it does not take long to appreciate it.

A new obstacle to survival for small and medium-sized businesses (SMEs) is the present Covid 19 situation. SMEs run the risk of losing their competitive edge and ticking clocks if they don't make repairs right now. The usage of social media at UKM has a number of benefits, such as the opportunity to communicate directly with clients, which is helpful for marketing, tracking client requests, relaying client responses, and providing a solid basis for business decisions. Whenever and wherever you are, social media is helpful for showcasing product galleries, conducting consumer surveys, tracking dealer and supplier demands, and setting up online forums for conversation that include customers as well as diverse stakeholders. The objective is that using social media to attract clients and build brand awareness for a product will enable us to assist the parents of Paguyuban Farmers Luwuk.

## **METHOD**

Sharing descriptions about digital marketing on female actresses suited to plant in mastering means digital marketing in advertising PPL products. The use of new online media in communication and sales processes is included in the sense of digital marketing, which goes beyond the study of promotion and marketing. However, many internet users still lack the knowledge needed to use technology wisely.

Create an online store in one of the e-commerce/marketplaces and explain to the participants who follow this training how to manage it. Through the use of social media and e-commerce/marketplace, PPL is able to conduct successful marketing campaigns. Through this training, PPL actors have the opportunity to take part and actively engage in the use of communication media in the digital age. Provide instructions for creating persuasive messages to attract the attention of potential consumers in PPL products.

## **RESULT AND DISCUSSION**

The Estrella Hotel Luwuk is where this training will take place. The precise location is in South Sulawesi's Luwuk district of the Banggai district. Due to the facilities that sell PPL products' vicinity, the area was selected. Muhammadiyah Luwuk University will host a

community devotion to digital marketing on July 8, 2023, from 10:00 to 15:00. Digital marketing information is provided by some speakers. Irwan Moridu spoke during the opening session, and Wahyudin Ramadhan and Adrian Polim spoke during the following session. The following is a list of voluntary endeavors by Paguyuban Farmer Luwuk. The events that made up the community service project are organized in the following table:

No	Program	Duration
1	Opening	10 minutes
2	Material presentation 1	20 minutes
3.	Material presentation 2	20 minutes
4.	Question and answer	25 minutes
5.	E-commerce usage practices	45 minutes
6	Seeing the plantation for the process of taking pictures to share onecommerce	45 minutes
7.	Closing	10 minutes

Beginning with (1) the introduction of the perpetrator to the partner at the outset and the submission of the activity plan, the calculation of how the activities will be carried out is based on the schedule of tasks that have been completed. (2) The first informational item presenting data technology for the broad audience during the initial submission stage. The first step in providing modules through digital marketing identification and electronic commerce for Paguyuban Farmers in Luwuk is giving the training participants the chance to discuss the difficulties they run into when starting to carry out the sales process of PPL products. The service provider then introduces digital marketing and electronic commerce while using the Internet as a new communication medium.

Exclusively for business owners, the first WhatsApp business area app, which can be downloaded for free, offers images and social media usage best practices. WhatsApp is an example of a small- and medium-sized business that was developed with business owners in mind.(UKM). Your ability to communicate with customers is made easier by the tools produced by WhatsApp Business. Flash enables you to choose notes, choose notes automatically, and answer client inquiries.

Further discussion of Facebook usage can be prompted for free or at a cost, depending on desire and skill. The simplest course of action is to request that friends visit the page we are for. Free Facebook pages ought to appear on friend pages as suggested pages (Suggested Pages). For example, when we use paid promotions, you guarantee the target age, clothing

type, city, or country in order to ensure the target audience of your business area. Advertising that directly relates to the target market is undeniably more effective because it does so.

## CONCLUSION

The service in the form of digital marketing training is a Community Service Program carried out in order to fulfill the Tri Dharma of Higher Education. The implementation of digital marketing nursery training as usual has gone well thanks to the cooperation and support of various parties. However, there were a number of things that became memos after the activity, namely, the training participants wanted continuous assistance, because there were still many trainees who were unable to design persuasive messages and use digital marketing & e-commerce

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