

## **Digital Marketing and Photography: Strengthening the Sales Performance of MSME Products in Diwak Village**

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**Abstract:** *The advancement of information technology in marketing stimulates digital marketing activities as a promotional medium to increase sales performance, including among SMEs in Diwak Village. To visually introduce products and capture consumer attention, digital marketing necessitates the use of product images instead of physical products. However, the limitations of human resource skills to practice digital marketing in business promotion activities by SMEs, as well as the ability of SME actors in Diwak Village to make product images as digital marketing content, continue to encourage this community service activity. Community service activities are carried out using two approaches: lectures and practices. Lectures are required to give a foundation for knowledge, and practice is required to carry out direct practice in constructing an online store as a digital marketing medium, as well as the practice of making product images as digital marketing content. Community service is provided to SME advocates in Diwak Village. The outcome of this community activity is that SME activists have a good understanding of digital marketing, and SMEs now have web stores and the ability to make product photographs.*

**Keywords:** *digital marketing, product photography*

### **Introduction**

The digital age has emerged as a result of increased globalization. This condition has positioned all parties in a position to adjust to the new environment, including small, medium, and large-scale business activists. In this digital age, internet media has emerged as a trading tool, providing SMEs with a valuable opportunity to participate in the global commerce cycle. Small and medium-sized enterprises (SMEs) that participate in the use of digital media in trade can sell products faster and lower operational costs, particularly high distribution costs (Amrullah, 2023). According to Darmawan et al (2023), using digital media for promotion provides SMEs with the opportunity to reach a larger market. Furthermore, Darmawan et al. (2023) claimed that, in addition to increased marketing reach, SMEs will gain from digitalization by lowering marketing costs, boosting income, becoming more competitive, and having access to banking product services.

Amrullah (2023) states in his book that digital marketing has expanded tremendously as the internet has become more widely used. The presence of cell phones has resulted in this level of usage. The advancement of technology, particularly the internet, promotes the use of the internet in the field of marketing, namely digital marketing. The presence of digital marketing allows SMEs to use it to improve performance and

develop a good and successful digital marketing plan. This is because poor performance can be caused by a variety of variables, both internal and external. According to Minuzu (2010), performance metrics include sales growth, capital expansion, annual workforce additions, market and marketing growth, and profit/business growth. Wardhana (2015) said that digital marketing tactics increase MSMEs' competitive edge in promoting their products by 78%. Dhamayantie and Fauzan (2017) found that entrepreneurial skill completely mediates the association between entrepreneurial qualities and MSME success. According to Arfan (2019), digital marketing has a substantial impact on MSME players' income due to higher sales. Kurniawan's research (2021) also found that MSMEs may employ digital marketing to enhance sales to their full potential.

However, many business owners, particularly small and medium-sized enterprises (SMEs), are unaware of the benefits of digital marketing. One of the issues that SMEs confront in the digital age is a lack of human resources capable of dealing with changes in trading processes from traditional to digital-based trading (Amrullah, 2023). Hartono (2018) went on to say that it is sad that just a tiny fraction of SMEs understand, and use information technology to assist their company activities. According to Darmawan et al (2023), one of the issues that this company group faces is the capacity to sell their products and services effectively. Limitations in marketing items in the Internet market are linked to the quality of human resources (HR) in SMEs, which is now suboptimal due to a lack of education, skills, experience, and access to information. On the one hand, skills are required to enter the digital arena, particularly in manufacturing and social media marketing. Social media can be a cost-effective way to market things.

This phenomenon therefore fostered community service in digital marketing and photography, both of which are predicted to improve the sales performance of MSME items, particularly in Diwak Village.

## **Method**

This community service is for Diwak Village's MSME activists. The purpose is to increase the sales performance of MSMEs' products by incorporating digital marketing and photography. As a result, this community service activity employs a lecture approach as well as direct practice. Lectures are delivered to provide a grasp of the fundamental concepts underlying digital marketing. While performing this community service, participants directly create a shop in the marketplace as one of the digital marketing mediums and photograph things for the aim of "displaying" them in the marketplace. 15 MSME activists from Diwak Village participated in this community service project.

**Table 1 Methods of Community Service**

Method	Community Service Activities	Outer
Lecture	Provision of materials, including: 1. Types of digital media 2. Social media 3. Market place 4. Advantages and disadvantages of digital marketing	Good understanding of digital marketing
Practice	1. Create a shop in Market Place	1. Have a shop in Market Place (shopee) after community service activities
	2. Making product photography	2. Have product photos for promotional media in the market place

## Results

This community service activity was held in Diwak Village and was attended by 15 small and medium-sized enterprises. Community service activities were carried out with two approaches: theoretical and practical. The theoretical approach was implemented by conducting seminar activities for 15 business activists in Diwak Village. The goal of this seminar activity is to introduce the fundamentals of digital marketing, including goals, benefits, and channels that can be used as marketing media.



**Figure 1. Digital Marketing and Photography Seminar Activities**



**Figure 2. Simulation of Creating an Online Store in the Market Place**

Following the conference, the community service proceeded with practical activities, such as creating digital marketing media, one of which was an online store on one of the marketplaces, Shopee. Community service participants also practiced photography to create product images for each product created. This product photo is crucial in digital marketing since it serves as a channel for introducing things to consumers.

Photographing products today does not require the use of a specific camera, such as a DSLR (Digital Single Lens Reflex) camera, but rather the camera device on a smartphone or smartphone. The images created are of high quality because to cutting-edge technology, specifically the advancement of hardware and software incorporated in cellphones. Furthermore, the smartphone cellular network has advanced from GSM to 4G (Xia et al., 2015). Connecting smartphones to cellular networks enables users to directly share the photographs they take (Sidhartani et al., 2020). Everyone can now be a photographer thanks to the high-quality cameras included in smartphones (Tanjung, 2019). However, to take beautiful and interesting images, users must have photography skills as well as the ability to use photo editing apps on smartphones (Sholeh et al., 2022).



**Figure 4. Product Photography**

## Discussion

According to Aisyah and Rachmadi (2022), the dimensions of marketing have changed between the industrial revolutions 1.0 and 5.0. This shift has an impact on digital marketing, which now demands not only production and sales, as it did in the 2.0 period, but also penetration and promotion. Digital marketing stresses digital-based promotion, namely social media-based marketing. According to Aryani et al. (2022), the benefits of adopting social media for marketing and product promotion over traditional media include:

1. It is low cost because many social media platforms can be used for free.
2. The large number of users makes it easy to find potential customers.
3. Expanding business marketing targets
4. Various features available make it easier to communicate with customers.
5. Can increase sales of business products

## Conclusion

Based on the community service activities and digital marketing and photography training provided to business activists in Diwak Village, it is possible to conclude that the participants learned about digital marketing and photography as a digital promotional medium. Photography is a crucial aspect in digital marketing, as it allows companies to explain their products and attract potential customers. As a result, SME activists in Diwak Village received smartphone-based product photography training.

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