

The Development of Village Entrepreneurship Through Digital Marketing Communication

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Abstract—Entrepreneurship has become the most promising field nowadays and it will run well if accompanied by an understanding of the importance of communication. The current rapid development of communication has had a positive impact on society in conducting the communication process, one of which is the use of digital media as a means of marketing communication of entrepreneurial products. This research aims to improve communication skills and the ability to use social media in marketing products produced by the Nagrog Village PKK (Family Empowerment and Welfare) group. The methodology applied is the mixed methods by combining qualitative and quantitative approaches. The subject of this research is Nagrog Village PKK group, and the object is Nagrog Village in Cicalengka, Bandung Regency. The research results showed that business actors/entrepreneurs can improve their communication skills if they have confidence and positive attitudes. Marketing the products more broadly by utilizing digital technology requires technical skills and the ability to design communication messages or appropriate content so that it can attract the attention of consumers and other parties related to the business.

Keywords: *entrepreneurship, marketing communication, digital marketing*

I. INTRODUCTION

Entrepreneurial culture needs to be grown in families or community groups. It is not only going to strengthen the economy of the family, but will also support the economy of the nation. Tanti.

Presidential Instruction (InPres) number 4 of 1995 dated 30 June 1995 concerning the National Movement to Promote and Cultivate Entrepreneurship stated that "Entrepreneurship is the spirit, attitude, behavior, and ability of a person in handling businesses and or activities to find, create, apply new ways of working, technology and production by increasing efficiency in order to provide better services and/or obtain greater profits" [1]. Based on that, it is necessary to foster and grow the spirit, attitude, and behavior of entrepreneurship in each of Indonesian people so that they are able to produce new products in an effort to find and create jobs. The National Movement to Promote and Cultivate Entrepreneurship is expected to create new entrepreneurs that will strengthen the nation's economy. Research conducted by Triwardhani and Trigartanti on housewives who run a home-based business

confirms that entrepreneurship can bring major changes to the family economy [2]. It shows that entrepreneurship can also strengthen the nation's economy since the family is the basic element of a nation.

To develop village entrepreneurship, the executors need to recognize the potential of the village. Rural nature potential, for example, can be developed into tourist villages. The potential of biodiversity can be developed into plant processed products, such as various products of processed banana, instant spices, traditional herbal medicine (jamu), herbs in sachets, etc. The potential of livestock can be developed into processed products, such as pasteurized milk, ice cream, and milk candy. Potential skills can be developed through village organizations such as the PKK and Majelis Taklim (Islamic forum) which can be the basis for creative activities, such as making the handicrafts and others.

However, to form an entrepreneurial culture in the village is not easy, but that does not mean it cannot be done. In fact, many families in the village already have thoughts of running a small businesses, for example opening a food stall, selling homemade cakes, becoming a veil reseller, raising livestock, and others. That means the entrepreneurial spirit already exist and only need to be motivated and realized in real life through the implementation of various strategies in marketing products. According to several business actors, product marketing has become a major obstacle in running their businesses.

The presence of technology can be a solution in dealing with marketing constraints. The development of online media has made it easier for businesses to market their products and expand their marketing territory. Marketing through online media can be effortless since it is run via mobile phone/smartphone. In point of fact, the communication process of conventional media for marketing only works one way and is passive, namely between producers and consumers, but the presence of online media provides convenience and change where consumers can take control in searching for related products. According to Lamberton and Stephen, the role has changed for consumers from passive to active in choosing what type of information will be received, how, and when [3]. The problem is that the villagers who run businesses is lack of knowledge of modern technology. They only use cell phones to make a call and send text messages. Very few of them know social media, let alone use it to marketing the products. In

In addition to mastering the technology, communication skills are also important in business development. Communication is crucial for entrepreneurs in running their businesses and marketing their products. Effective communication will help them develop their businesses better. Through communication, an entrepreneur can enhance relationships and expand markets. Based on that, this study discusses the development of entrepreneurship for PKK groups in villages by increasing communication skills and the ability to market products more broadly through online media by utilizing digital technology.

This research aims to improve communication skill and abilities in using online media for rural communities, especially for marketing activities. The ability and communication skill through online media will help entrepreneurs develop their businesses.

II. METHOD

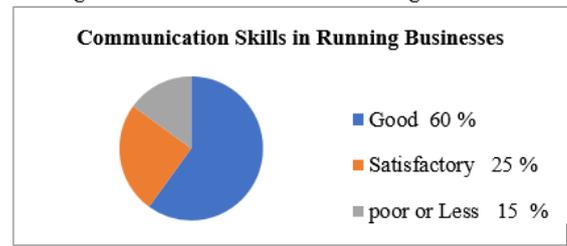
This paper is based on research on the development of village entrepreneurship through digital marketing communication conducted by the PKK group. The research method used is mixed methods, namely the combining of qualitative approaches that are naturalistic with quantitative approaches that are numerical by using measuring instruments. Mixed methods is a research method used that combines a quantitative and qualitative method in order to obtain more comprehensive, valid, reliable and objective data [4]. The phenomenon under study is the development of village entrepreneurship through the use of digital marketing communications. The subject of this study is the PKK group in Nagrog village, Cicalengka, Bandung Regency. The PKK group is engaged in various types of entrepreneurship fields, such as food, clothes, garment manufacture, and photography. The research data was carried out by gathering information through interviews with entrepreneurs in Nagrog Village PKK group related to communication skills in marketing activities and the ability to use digital media to implement marketing strategies. Through the analysis, this research is able to produce steps that can be taken by rural communities who have businesses to improve their communication skills, especially in building relationships to enhance businesses. In addition, this research also produces steps to develop skills in marketing products broadly through online media.

III. RESULTS AND DISCUSSION

A. Improving Communication Skills by Building Relationships to Develop Businesses

Encouraging rural communities to have economic independence can be done through entrepreneurial activities. Building motivation is carried out to bring out the spirit to run a business while building communication skills are needed to develop the business.

Findings in the field reveal that communication skills of Nagrog Village PKK group in running businesses have varied percentages as shown by the figure 1 below:



Source: Results of Data Processing

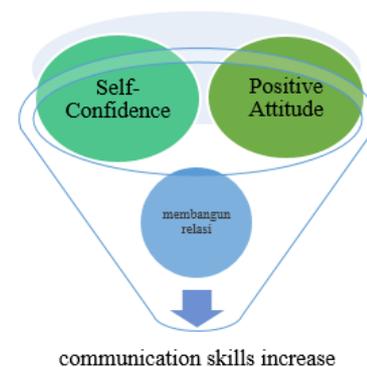
Fig. 1. Diagram communication skill in running business.

Based on the results of the questionnaire, 60% of respondents answered that the Nagrog Village PKK group who ran a business had good communication skills; 25% answered that they have satisfactory communication skills; and 15% answered poor or less satisfactory communication skills.

Communication is crucial in running a business because by having good communication skills the entrepreneurs can easily develop their businesses. Communication opens the way for businesses to maintain good relations with various parties. The process of communication in a business context or better known as business communication has an important role, as according to stating that business communication has the functions of informative, persuasive, control, emotive, and coordination [5].

Paying attention to the function of business communication means maintaining the course of a business. For example, the consumer is an important determinant of the failure and success of a business. Establishing good communication with consumers, understanding what they want makes entrepreneurs capable of providing the right products that would become top products in the market. In addition, other parties besides consumers who support the business are suppliers, distributors, financial institutions, and others. They are very important and should be well-considered. If the entrepreneurs can communicate well with them, good relations and trust will be established. If there is a trust, the suppliers will trust their goods to the entrepreneurs, the distributor will diligently marketing the products, thus the business will be stronger and developing.

Improving communication skills can be described in the following figure 2:



Source: Results of Data Processing

Fig. 2. Chart communication skills.

To improve communication skills, a business actor (entrepreneur) needs to increase his/her self-confidence. Confident people will not feel inferior when communicating with others. He/she will position himself/herself equal to people he/she talks to so that two-way reciprocal communication will run smoothly. Sometimes an entrepreneur would feel inferior because of the stigma in society saying that having your own business (entrepreneurship) is not as prestigious as becoming a doctor, teacher, politician, etc. It's a wrong stigma since every profession is good as long as it carries out well and does no harm to other people. Self-confidence in running a business is needed to encourage entrepreneurs to confidently and firmly take steps in developing their businesses.

In addition to having self-confidence, an entrepreneur also needs to have a positive attitude in running a business. In the context of entrepreneurship, a positive attitude is shown when facing the ups and downs of a business and in the process of communicating with parties related to business, for example, consumers. Consumers are persons with different characteristics: positive, negative, difficult/fussy, demanding, and some are good persons who barely complaining over something. This kind of thing needs to be addressed properly by entrepreneurs. Entrepreneurs who have positive attitudes will continue to serve fussy consumers; they even take various consumer demands as inputs for the development of their businesses. By doing so, they would discover the shortcomings of their business and trying to fulfill what consumers want.

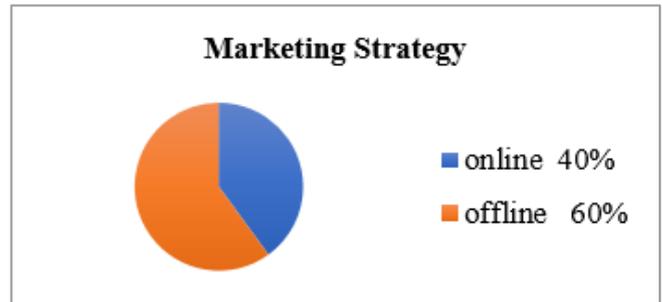
Communication skills support entrepreneurs in expanding relations to develop businesses. This PKK group should realize that every new environment it encounters is an opportunity to expand the market. For example, when their children have completed kindergarten and proceed to elementary school, this new environment can be their new opportunity to enhance the market. The entrepreneurs should be socially active and establish good relations with parents and teachers there. However, having a new school does not mean leaving the old friends behind; the entrepreneurs should maintain a good relation with their parents' friends in kindergarten and keep in touch with them. The increasing and developing relationship will grow the business as well.

B. Improving the Skills of PKK Group to Get Broader Market Through Online Media

Some entrepreneurs groups of PKK Desa Nagrog do not have specific concepts of marketing methods. They run businesses with conventional marketing systems but are quite successful because they have a strategic location. Thus, business location plays an important role in determining marketing success. Owning a strategic location does not require complicated marketing methods to be able to sell products; all an entrepreneur does is only providing good service to consumers. Marketing innovations for this kind of business can be done by presenting new product variants so that consumers will not get bored with the same product every day.

Besides having a physical sale shop (offline), marketing can also be done through online media. Marketing

communication is implemented by using social media to develop communication networks and utilize friendship on social media. Marketing can also be done through a collaboration system both offline and online. The figure below illustrates the findings of marketing strategy carried out by Nagrog Village PKK group:



Results of Data Processing

Fig. 3. Marketing strategy diagram.

Based on findings from the field shown in the diagram above, it is known that 40% of online marketing is conducted by PKK groups who are already familiar with smartphone. PKK groups are accustomed to using mobile phones and actively using social media to offer and inform the products they sell. Social media they often use to market their products are Facebook, WhatsApp, and Instagram. Online communication should be managed properly to attract consumers and satisfy those who buy the products. Employees who are assigned as admins, in particular, must have good communication skills and put aside their personal problems. The significant marketing impact comes from Instagram with many netizens interested in seeing or even buying the product. The communication delivered via Instagram must be precise and engaging so that people are interested and buy the products.

60% of PKK groups choose offline marketing. They generally do not know social media and lack of technology knowledge so that they do not use social media as their marketing tool. It happens because many of them are older generation who are relatively difficult to adapt to new technology and also their educational background that affects their adaptation-level to something new such as technology that constantly developing. Entrepreneurs carry out offline marketing in various ways, one of which is personal selling or face-to-face between sellers and consumers, either consumers come to the stores or sellers (entrepreneurs) visit their consumers at home (door to door marketing system). The offline marketing system relies on word of mouth to disseminate information about the products, although there are also some entrepreneurs who use other promotional media such as posters, stickers, banners, etc.

Online and offline marketing must go hand in hand. The internet is quite similar to direct marketing in that consumers' actions are all measurable and recordable, and this has led to an emphasis on data capture [6]. The role of online marketing is to encourage action and advocacy, while offline marketing focuses on interacting with customers.

Digital marketing communication is an activity to introduce or promote products and services online through the internet and other sophisticated communication technologies. According to Rob Stokes (2008), "digital marketing includes various strategies and processes in creating demand and building associations between brands and their markets through the power of the internet"[7]. Digital Marketing is recognized for its transformative impact on companies and for its immense effect on brand-consumer relationships, as it enables interactions with customers at any time and in any place [3].

In carrying out digital marketing, according to Damian Ryan & Calvin Jones (2009), there are 4 foundation that must be considered by entrepreneurs [8]:

1) *Knowing your business*: Businessmen/ entrepreneurs should know their products or services well and put their businesses and business objectives as the initial foundation.

2) *Knowing your business competition and competitors*: Novice businessmen/entrepreneurs should know their business competitors and how the competition takes place. By understanding this, they will be able to carry out a more directed marketing communication strategy.

3) *Knowing and understanding your objectives*: Entrepreneurs should understand their business objectives by making a measurable vision and mission.

4) *Knowing what you are doing*: It is very crucial for businessmen to understand the business strategy being undertaken in a measured and directed manner, not just keeping up with the trend instead.

Marketing products through online media requires knowledge and skills, therefore, housewives entrepreneurs need to develop their capacity through reading/books, seminars, and training in order to have extensive knowledge. A good entrepreneur not only knows the current technology or details of his/her products, but also has knowledge about marketing, entrepreneurship, financial management, communication, and even psychology, if necessary, in order to better understand the character of consumers and be able to meet their needs.

There are many ways to improve knowledge in order to increase one's capacity to develop better so that he/she can also develop his/her business or other fields. Reading books is one way to broaden horizons because books are a window of knowledge. Through books, an entrepreneur can master various fields related to his/her business and increase his/her ability in running the business and make it further develop.

Another way to improve one's capacity is to take part in various seminar and training activities through organizations/groups. People who join and are active in PKK groups, for example, will get the opportunity to be involved in various activities, such as cooking training, make-up, catering, food processing, and other trainings that can improve their knowledge and skills.

The use of communication media (information) in marketing activities is needed. Media communication is a means to convey information, ranging from company information, products, product quality and criteria, prices, and

also testimonials from loyal consumers. This information facilitates the producers to attract audiences so that so they can choose the products offered. Information is conveyed by utilizing communication media, both conventional and digital-based.

The use of communication media is one part of marketing strategies that can be carried out by producers, better known as marketing communications [9]. States that marketing communication is a means for companies to inform, persuade, and remind consumers directly or indirectly about products and brands they sold.

Information media that become media of marketing communication are advertising (mass media, brochures, flyers and posters), direct marketing, and promotion. In addition, Word of Mouth is also one of the tools used to disseminate information about companies and products to the public. Along with the development of technology, digital-based communication media began to be applied in the process of disseminating information, both informative and persuasive in nature, such as marketing activities. Since basically, today's society uses digital media technology as a means of communicating, shopping, and accessing content in a technology-rich environment [10], dissemination of information can also be done through online facilities, from social media to websites.

Through communication media, entrepreneurs can provide information to consumers about the products being marketed. Information is important in all aspects of activities. It is needed and can help the community running their lives. Likewise, information about marketed products aims to make the products known and become the people's choice. Information is always created related to the context of a particular mindset to serve the needs, whether national, organizational, or personal [11]. The needs for personal information will vary according to the context in which it is needed, therefore, an entrepreneur must have the ability to sort and provide appropriate information.

The convenience to inform business products through communication media requires expertise or the ability to master the technology currently developing. Technology makes it easy for people to find and disseminate information. Technology will be beneficial if it is supported by competent human resources who master the use of that technological equipment.

Technology is not only in the form of sophisticated tools, but can also be non-physical things like ideas. This is in line with Darmawan, who states: "The assumption is that if technology is interpreted as an idea, then its position is on everyone who thinks about creating something or solving a problem; these thoughts will provide solutions to human problems, and at the same time it is a technology at the level of ideas " [11]. It shows that the idea will turn into technology since the results of the idea will solve someone's problems. In the context of this research, the problem faced is related to the need for information about a product offered by the producers.

The process of product marketing currently rife in use by businesses is to take advantage of the development of

communication technology, one of which is through social media on the internet that provides convenience for its users. This convenience is not restricted by space and time because users can communicate on social media anytime and anywhere. Moreover, according to (Cook and Coupey 1998), consumers with greater Internet experience tend to use online channels to collect product information because the costs spent are lower than that of offline channels [12].

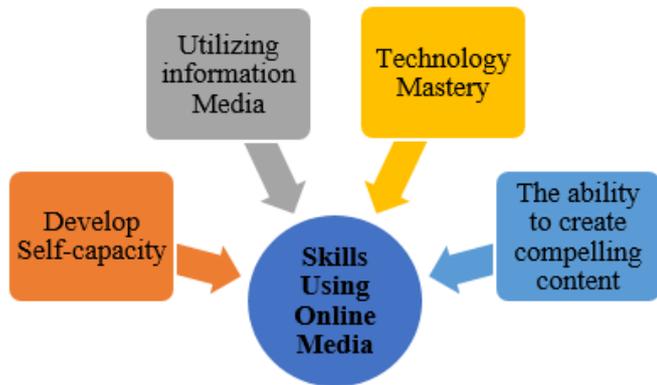
Thus, it can be utilized in the marketing activities of a business product which presents information about companies and products on social media with interesting content so that social media visitors will be attracted and finally make a transaction. Presentation of information on online media requires the ability to create attractive content.

Another convenience of using social media as a marketing tool is that producers can update their business data without limit of time. Viewing from the economic side, marketing through social media is fairly cheap because the costs incurred are only internet costs. The ease and economic nature of social media attract business actors/entrepreneurs to use social media.

The ability to create compelling content must be supported by technology mastery so that the content will be directed according to the business needs. To market a product, the content presented on social media must be informative and persuasive and has an attractive arrangement so that social media visitors will not be bored with textual matters, but can enjoy a combination of photos and audiovisuals.

Based on the explanation above, a model of online media use can be formed, yet it needs to be supported by several important points including developing self-capacity, utilizing information media, technology mastery, and the ability to create compelling content.

As to confirm, the skills of using online media need to be supported by other skills as illustrated in the following chart:



Source: Results of Data Processing

Fig. 4. Online media users diagram.

Communication becomes a crucial activity and is very much needed for an entrepreneur. Effective communication will help entrepreneurs develop their businesses better. Through communication, an entrepreneur can develop his/her relationships and business marketing.

The presence of digital media makes it easier for businesses to develop their marketing. Digital media can be used as a marketing tool because by using online media entrepreneurs can reach a wider market at a lower cost. With just one click, information about products or services can be widely spread. In addition, by using digital media, business actors can carry out various kinds of promotional activities and establish communication with consumers, which in turn, create a good relationship that can foster understanding and trust from consumers.

Unfortunately, the use of digital media has not been intensely developed in rural areas. Villagers are not yet tech-savvy; they use smartphones for text messages and telephone calls only. They do not yet understand that the cellphone they use can help them develop their businesses. This is why villagers need to be educated about the use of online media, especially for marketing activities. They do not need to master complicated digital technology, just an understanding of how to do a simple digital marketing communication through online media such as Facebook, Instagram, WhatsApp, etc. They need to learn how to manage their online media, create interesting content and captions, maintain the consistency in posting information, and answer consumer questions so that they can gain consumer trust and are able to grow their business rapidly.

IV. CONCLUSION AND RECOMMENDATION

Business actors/entrepreneurs can improve their communication skills by having self-confidence and positive attitudes. Communication skills are needed in running a business so that entrepreneurs will be able to establish good relations and expand their relationships to develop their business more broadly.

The presence of new media in the world of communication affects various concepts in the buying and selling process, including the emergence of Digital Marketing Communication concept. Digital media can be used as information media of products and companies addressed to various interested parties, especially consumers. Marketing the products more broadly by utilizing digital technology requires skills in using the technology and the ability to design good communication messages or content so that it can attract the attention of consumers and other parties associated with the business.

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