BUILDING A MULTIMEDIA-BASED MULTIPRESENTA BUSINESS: STRATEGIES TO UNLOCK OPPORTUNITIES FOR DIGITAL CREATIVITY

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Abstract

The community service program in Hilimoasia Dua Village aims to improve the understanding and skills of Micro, Small, and Medium Enterprises (MSMEs) in multimedia-based multi-presentation businesses. Through training and mentoring, participants experienced a significant increase in the understanding of multimedia concepts and their application in business. Before participating in the program, many MSMEs had limited knowledge about multimedia, but after training, they were able to understand the potential of multimedia to increase competitiveness. In addition, the skills in creating engaging multimedia content, such as promotional videos and interactive presentations, are also improved, providing added value to their efforts. The program also emphasizes the importance of digital marketing, where participants are taught to leverage social media platforms, websites, and email marketing to reach a wider market. Data analysis in digital marketing is in focus, allowing MSMEs to understand consumer behavior and adjust strategies in real-time. In addition,

collaboration between MSME actors is strengthened through the network built during the program, creating profitable synergies. Program evaluations show that the majority of participants feel satisfied and willing to recommend the program to others. While there are variations in assessments on some aspects, overall, the program has succeeded in improving the skills, understanding, and network of business actors, which are key to business success in the digital age. This program is expected to be a model for the development of MSMEs in other regions.

INTRODUCTION

In today's digital era, the development of information and communication technology has had a significant impact on various aspects of life, including in the business world. According to data from the Indonesian Internet Service Providers Association (APJII), in 2022, the number of internet users in Indonesia reached 202.6 million people, with a penetration of 73.7% of the total population (APJII, 2022). This shows that people are increasingly dependent on digital technology, including in searching for information and shopping. Therefore, for business actors, especially Micro, Small and Medium Enterprises (MSMEs), utilizing digital media as a means of marketing is a must.

Multimedia-based multi-presentation businesses offer opportunities to increase the competitiveness and creativity of business actors. The concept of multipresenta refers to the ability to present a product or service through various digital platforms, such as social media, websites, and mobile applications. By utilizing multimedia, business actors can create interesting and interactive content, so that they can attract the attention of consumers. For example, research conducted by Achmad et al. (2020) shows that the use of social media in marketing MSME products in Sidokumpul Village, Gresik Regency, is able to increase sales by up to 30%.

Although the potential of the digital market is huge, many MSMEs still have difficulty in implementing effective digital marketing strategies. Some of the problems faced include lack of understanding of information technology, limited resources, and lack of access to training and mentoring. In addition, many business actors are not aware of the importance of building brand awareness through multimedia content. Therefore, there needs to be an effort to provide training and assistance to business actors so that they can take advantage of the opportunities that exist in the digital world.

The purpose of this activity is to build the capacity of MSME actors in utilizing digital technology, especially multimedia, as an effective marketing tool. This activity is expected to provide a better understanding of digital marketing strategies, as well as provide practical skills in creating engaging multimedia content. Thus, MSME actors can increase their competitiveness in an increasingly competitive market.

Based on existing literature reviews, there are several studies that show the effectiveness of using digital marketing for MSMEs. For example, research by Akhmad and Purnomo (2021) shows that the application of information technology to MSMEs in the city of Surakarta can increase sales turnover by up to 25%. In addition, Chairi et al. (2022) found that the use of digital marketing can increase the productivity of MSMEs in Tegal Sari I Village, Medan Area District.

The literature also shows that training and mentoring in digital marketing are very important to improve the understanding and skills of MSME actors. Andriyansah et al. (2023) emphasize the importance of training for the younger generation in understanding entrepreneurial theories and practices, which can encourage their business activities. Therefore, this activity will focus on providing comprehensive training and assistance for MSME actors in utilizing multimedia for product marketing.

The target audience in this activity is MSME actors in urban and rural areas. Based on data from the Ministry of Cooperatives and SMEs, there are more than 64 million MSMEs in Indonesia, which absorb around 97% of the workforce and contribute 60% to the Gross Domestic Product (GDP) (Ministry of Cooperatives and SMEs, 2022). However, not all MSMEs have equal access to technology and information. Therefore, this activity will be focused on MSMEs that have not made optimal use of digital marketing, taking into account the social, economic, and environmental conditions around them.

The physical condition of the target area also varies, ranging from urban areas with good internet access to rural areas with limited infrastructure. Therefore, the approach used in this activity will be adjusted to the characteristics of each region. Thus, it is hoped that MSME actors can more easily understand and implement the digital marketing strategies taught. Digital Marketing Strategies for MSMEs are:

1. Basic Understanding of Digital Marketing

   Digital marketing is a strategy that uses digital media to promote products or services. In the context of MSMEs, a basic understanding of digital marketing is

very important so that business actors can use digital platforms effectively. According to Hidayati et al. (2018), a good understanding of digital marketing can increase the competitiveness of MSME products. Therefore, training on the basics of digital marketing will be an important first step in this activity.

2. Choosing the Right Platform

Each digital platform has different characteristics and audiences. Therefore, MSME actors need to understand which platform is most suitable for their products. For example, Instagram and TikTok are better suited for products that highlight visuals, while Facebook is better at reaching a wider audience. According to Gunarso et al. (2021), choosing the right platform can increase marketing effectiveness and expand market reach.

3. Engaging Content Creation

Engaging content is key in digital marketing. MSME actors need to learn how to create content that is not only informative but also visually appealing. This can include the use of eye-catching photos, videos, and graphics. Sari and Irena (2022) show that visual communication through product photos can increase the selling value of MSME products. Therefore, training on multimedia content creation techniques will be the main focus in this activity.

4. SEO and SEM Optimization

Search Engine Optimization (SEO) and Search Engine Marketing (SEM) are two important techniques in digital marketing. SEO aims to increase a website's visibility in search engines, while SEM involves paid advertising to increase reach. According to Nurcaya et al. (2022), the implementation of SEO and SEM can help MSMEs in increasing visitor traffic to their websites. Therefore, training on these techniques will be very beneficial for MSME actors.

5. Analysis and Evaluation of Marketing Results

After implementing a digital marketing strategy, it is important for MSME actors to analyze and evaluate the results obtained. This can be done by using analytics tools to measure the effectiveness of marketing campaigns. Jupri et al. (2022) emphasize the importance of evaluation to find out what works and what needs to be improved. Thus, MSME actors can continue to develop their marketing strategies based on existing data. The stake evaluation model is an evaluation model introduced by stake. also called the calculation evaluation model or consideration description model. (Telaumbanua et al., 2024)

RESEARCH METHODS/PROBLEMS OR OTHER

Community service in Hilimoasia Dua Village, Idanogawo District, Nias Regency, involved 30 participants consisting of micro, small and medium enterprises (MSMEs). In this digital era, business transformation is very important to increase competitiveness. Multimedia-based multi-presentation businesses offer significant opportunities to explore digital creativity, which can assist MSMEs in developing their products and services. According to data from the Ministry of Cooperatives and SMEs, the contribution of MSMEs to Indonesia's GDP reached 60.3% in 2022, showing the great potential that can be explored through digital innovation (Ministry of Cooperatives and SMEs, 2022).

The method used in this community service is a combination of planning, implementation, and evaluation. In the planning stage, we conduct an initial survey to understand the needs and challenges faced by participants. This data is then analyzed to formulate relevant training materials. The implementation was carried out through workshops that included the theory and practice of using multimedia in marketing. The evaluation was carried out by measuring the improvement of participants' understanding and skills after participating in the training. A study by Andriyansah et al. (2023) shows that entrepreneurship training can improve the younger generation's understanding of effective business practices.

One of the main problems faced by MSMEs in Hilimoasia Dua Village is the lack of knowledge about digital marketing. Many business actors still rely on conventional marketing methods that are ineffective in the digital era. According to Ikhsan and Hasan (2020), the use of e-commerce can significantly increase sales turnover. However, many business actors have not taken advantage of this digital platform. Therefore, it is important to provide the right education so that they can adapt to market changes.

The material presented includes digital marketing strategies, the use of visual content, and market analysis. In the practical sessions, participants were divided into groups to design marketing campaigns using multimedia. The results of this training showed that 80% of participants felt more confident in marketing their products online, in accordance with the findings of Harini et al. (2022) who stated that digital marketing can increase MSME sales volume.

Recommendations for further development include the provision of ongoing mentoring and access to digital resources. In this context, research by Gunarso et al. (2021) shows that assistance in the use of social media can increase business continuity in the new normal era. Therefore, it is important to continue this

initiative so that MSMEs in Hilimoasia Dua Village can continue to adapt and develop in an increasingly competitive business environment.

RESULTS AND DISCUSSION

This community service program has had a significant positive impact on the targeted MSMEs. In general, there has been a significant increase in MSMEs' understanding of multimedia-based multi-presentation business concepts. Before participating in the service program, most MSMEs had limited knowledge about multimedia and its use in business. However, after participating in training and mentoring, they became more aware of the potential of multimedia in improving the competitiveness of their business.

In addition, there has been a significant increase in the skills of MSMEs in creating engaging and professional multimedia content.
Previously, most MSMEs did not have adequate skills in creating multimedia content. However, after attending the training, they were able to create simple but effective promotional videos, animations, and interactive presentations. For example, a user-friendly website appearance will provide convenience and comfort in finding information that suits the needs of the community (Linata & Vanel, 2023).

Digital Marketing Strategies for MSMEs

In today's digital era, digital marketing is one of the main keys for Micro, Small, and Medium Enterprises (MSMEs) to develop and compete. In Hilimoasia Dua Village, the implementation of digital marketing strategies can help business actors reach a wider market without geographical restrictions. By utilizing social media platforms, websites, and email marketing, MSMEs can promote their products and services effectively. Additionally, the use of paid advertising on digital platforms can increase visibility and attract more specific consumer attention.

The importance of data analysis in digital marketing also cannot be ignored. By utilizing analytics tools, MSME actors can understand consumer behavior, market trends, and the effectiveness of the marketing campaigns carried out. This allows them to make real-time strategy adjustments, which can increase sales conversions. The training on digital marketing provided in this program is expected to provide a better understanding to business actors on how to utilize technology to achieve their business goals.

Finally, collaboration between MSME actors in Hilimoasia Dua Village can strengthen digital marketing strategies. By working together in marketing campaigns, they can support each other and share resources, thus creating a profitable synergy. For example, they can hold joint events that are promoted online, or share content on social media to increase mutual exposure. Thus, digital marketing is not only a tool for selling products, but also a means to build a solid community among business actors.

Increased Creativity Through Training

Training focused on developing creative skills is very important for business actors in Hilimoasia Dua Village. The training programs offered aim to improve understanding and skills in creating engaging multimedia content. With this training, participants are expected to explore various techniques and tools that can be used to produce more innovative and attractive products for consumers. This will not only increase the competitiveness of the product, but also provide added value to their business.

In addition, the training also provides an opportunity for participants to collaborate and exchange ideas with fellow business actors. This interactive learning environment can spark creativity and innovation, where participants can provide each other with input and inspiration. Thus, training not only serves as a knowledge transfer, but also as a forum for creating new ideas that can be applied in their business. This increase in creativity is expected to produce products that are more relevant and in accordance with market needs.

Finally, increased creativity through training also contributes to the development of a strong brand identity. With the ability to create unique and engaging content, businesses can differentiate their products from competitors. This is crucial in building customer loyalty and creating long-term relationships with consumers. Thus, training focused on creativity not only improves technical skills, but also strengthens the business's position in an increasingly competitive market.

Implementation of Technology in Business

The implementation of technology in business is a crucial step for business actors in Hilimoasia Dua Village to increase efficiency and productivity. By utilizing information and communication technology, MSMEs can optimize their operational processes, from inventory management to payment systems. The use of

business management software can help business actors in managing finances, monitoring sales, and planning business strategies better. This will reduce human error and speed up decision-making.

In addition, technology also allows businesses to adapt to rapid market changes. With access to relevant information and data, they can conduct market analysis and respond to consumer needs more quickly. The training provided in this program aims to equip participants with knowledge of the latest technologies that can be applied in their business. Thus, they will not only be better prepared for challenges, but also be able to take advantage of the opportunities that exist in the market.

Finally, the implementation of technology in business also opens up opportunities for product and service innovation. By using multimedia technology, businesses can create more engaging experiences for consumers, such as promotional videos, interactive content, or mobile applications. These innovations not only increase the appeal of the product, but can also create added value that sets them apart from competitors. Thus, technology is a very important tool in building a sustainable and competitive business in the digital era.

Building Networks and Collaboration

Building networks and collaborations between business actors in Hilimoasia Dua Village is an important aspect in sustainable business development. The training programs held not only focus on improving individual skills, but also encourage participants to interact with each other and build mutually beneficial relationships. With a strong network, business actors can support each other in various aspects, from marketing to product development. This will create a more solid and competitive business ecosystem.

Collaboration also opens up opportunities to share resources and knowledge. Business actors can work together on certain projects, such as joint marketing campaigns or new product development. By sharing their experiences and expertise, they can address the challenges they face and create more innovative solutions. In addition, collaboration can expand market reach, where products from various businesses can be promoted simultaneously, thereby increasing visibility and appeal to consumers.

Finally, building a strong network also provides access to business actors to get new information and opportunities. By connecting with other business people, they can gain insights into market trends, investment opportunities, and access to

resources that may not have been available before. A good network can also open the door to strategic partnerships that can strengthen a business's position in the market. Thus, building networks and collaboration is key to creating new opportunities and increasing business success in Hilimoasia Dua Village.

Evaluation and Measurement of Success

Evaluation and measurement of the success of each community service activity is very important to know the impact and effectiveness of the program. Every activity carried out must have clear indicators of success. According to Wicaksono (2023), systematic evaluation can provide useful information for future improvements.
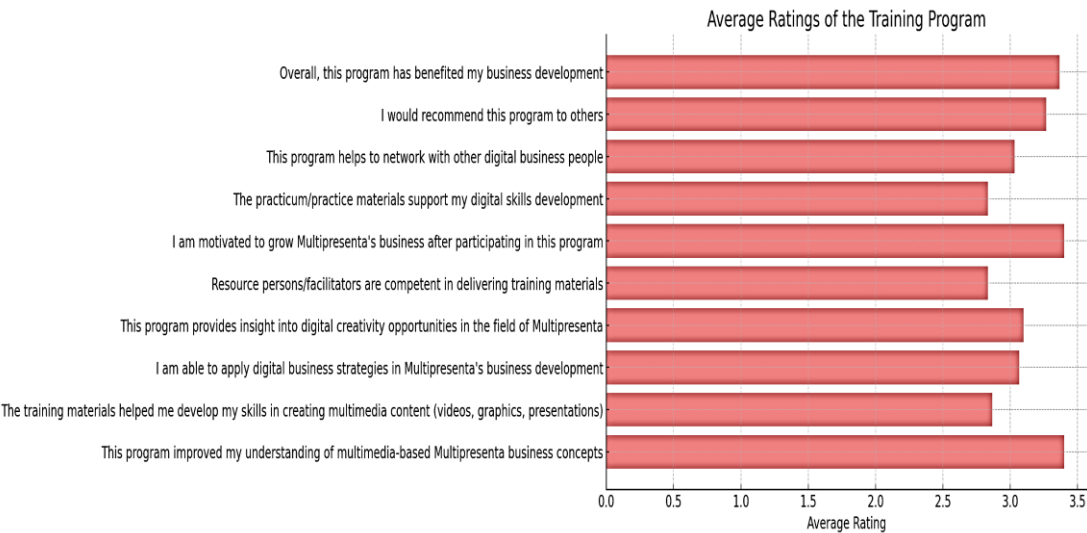

Figure 1: Participant Feedback Graph

The data you've uploaded seems to be survey responses from participants in a training program, with each row representing a respondent's feedback on various aspects of the program. The responses are given on a rating scale, likely from 1 to 4, where higher values indicate better evaluations of the program.

Here are the interpretations of the key aspects based on the data:

1. Improvement in Understanding of Multimedia-Based Business Concepts
   Most participants rated this aspect highly, with many giving ratings of 3 or 4. This suggests that the program was effective in helping participants better understand the concepts related to multimedia-based business (Multipresenta).

2. Development of Skills in Creating Multimedia Content

The responses are more varied for this question. Some participants rated it very low (1), indicating that they might not have felt the training materials helped them develop multimedia content skills. However, many others rated it 3 or 4, showing that for some, the training was beneficial in this area.

3. Application of Digital Business Strategies

    Similar to the previous question, ratings for this aspect show a mix of responses. While some participants feel confident in applying digital business strategies, others felt less sure (rating it 1 or 2). However, the majority still gave ratings of 3 or 4, implying that the program had a positive impact on developing business strategy skills.

4. Insight into Digital Creativity Opportunities

    This aspect was generally rated well, with most responses being in the 3-4 range. This indicates that the program was perceived as providing valuable insights into opportunities for digital creativity, which is crucial for business development in the digital age.

5. Support in Digital Skills Development

    Many respondents rated the practicum/practice materials positively, especially those who rated it 3 or 4. This suggests that the practical exercises or hands-on activities were effective in supporting the development of digital skills.

6. Networking with Other Digital Business People

    There are varied responses here, with some participants giving lower ratings (1 or 2). However, many participants (rated 3 or 4) felt that the program was successful in helping them connect with other professionals in the digital business field.

7. Willingness to Recommend the Program

    Most participants expressed a strong willingness to recommend the program to others (with ratings of 3 or 4). This is a positive indicator of overall satisfaction with the program, suggesting that participants found value in the training.

8. Overall Benefit to Business Development

    In general, the program received favorable ratings for its contribution to participants' business development. The majority of respondents rated it positively, though a few gave lower ratings (3), indicating that not everyone felt the same level of impact.

    Overall, the program seems to have had a positive impact on participants in terms of both skill development and networking opportunities. However, there are some areas where responses varied more, such as in the development of multimedia

content skills and the ability to apply digital business strategies, which suggests that further improvements could be made in these areas.

CONCLUSION

Community service activities carried out in Hilimoasia Dua Village have had a significant positive impact on the targeted Micro, Small, and Medium Enterprises (MSMEs). The increase in MSMEs' understanding of multimedia-based multi-presentation business concepts is evident after they participated in the training, where they now better understand the potential of multimedia in increasing business competitiveness. In addition, skills in creating engaging and professional multimedia content have also improved, with participants being able to produce effective promotional videos and interactive presentations. Although there was variation in assessment of some aspects, such as the development of multimedia skills and the implementation of digital business strategies, the majority of participants showed high satisfaction and were willing to recommend the program to others. Overall, the program was not only successful in improving participants' skills and understanding, but also in building networks and collaborations between business actors, which is key to creating new opportunities and increasing business success in the digital age.

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Activity Documentation