

INCREASING ENVIRONMENTAL AWARENESS OF ENTREPRENEURS AND DIGITAL-BASED MARKETING MECHANISMS FOR MSME PRODUCTS

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Abstract:

Environmental awareness among MSMEs in Dauh Puri Kangin Village is crucial for promoting sustainability and improving public health. Key aspects include 1) Implementing environmental business ethics to minimize production impacts and enhance sustainability; 2) Raising MSMEs' understanding and awareness of waste management; and 3) Government support to facilitate waste management, including improving IPAL facility operations. In addition to environmental concerns, MSMEs face challenges such as limited business capital, licensing issues, poor financial management, lack of product innovation, and difficulties in business development. Addressing these obstacles is essential for their growth. Digital marketing offers significant opportunities for MSMEs to expand their market reach. Effective strategies include: 1) Creating mobile-friendly websites to showcase products, design promotional campaigns, and provide seamless customer experiences; 2) Utilizing social media platforms for promotion, including forming dedicated customer groups on WhatsApp and Line to share product catalogs; 3) Collaborating with marketplaces like Shopee and Tokopedia to enhance payment security and customer trust; 4) Implementing email marketing campaigns to engage with potential customers; and 5) Providing responsive customer service through digital channels such as email, social media, and online chat platforms. Key principles of successful digital marketing involve understanding the target audience, selecting appropriate digital platforms, and analyzing marketing data to measure performance. By adopting these strategies, MSMEs in Dauh Puri Kangin Village can achieve sustainable growth, enhance competitiveness, and contribute positively to environmental and economic development.

Keywords: MSME, Environmental Awareness, Digital Marketing, Financial Management

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INTRODUCTION

One of the efforts that the community can make to reduce environmental damage is with the concept of being environmentally friendly, or what is often called "go green." Understanding environmental issues is essential to developing eco-friendly behavior. Conscious actions taken by humans towards the environment aim to minimize the negative impacts of several human activities on the environment. Another main goal is to improve the environment both directly and indirectly. Many environmental issues still need to be resolved, even though the environment greatly influences all aspects of life, and its impact is quite significant on human life (Saputra et al., 2023). Environmental awareness of micro-entrepreneurs (MSMEs) can be interpreted as attitudes and actions directed at paying attention to the impact of business activities on the environment (Laksmi, Putra, et al., 2023). This environmental awareness is based on ecological knowledge.

In addition to business awareness, government support is also needed to help manage waste. The government can pay attention to the operation of IPAL facilities so that they can be utilized optimally by the community. Business environmental ethics are becoming increasingly important in increasing the productivity of Micro, Small and Medium Enterprises (MSMEs) in Indonesia, especially in Bali (Laksmi, Arjawa et al., 2023). One of the selected villages for community service for FEB lecturers at Warmadewa

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University is UMKM in the Dauh Puri Kangin Village, Denpasar City. UMKM in Dauh Puri Kangin Village, Denpasar City, is still found to use materials that are hazardous to the environment in their production processes. Therefore, applying business environmental ethics is key to increasing the productivity of UMKM in the future (Saputra & Laksmi, 2024).

In addition to environmental issues, MSMEs in Dauh Puri Kangin Village, Denpasar City, are constrained in using technology for product marketing. It has become a requirement for every MSME to develop a marketing strategy in carrying out business activities in order to achieve the targets that a business wants to achieve (Ferayanti et al., 2024). Marketing strategies need to be implemented to face competition and meet consumer desires. One example is that MSMEs implement a low-cost marketing strategy compared to their competitors to attract more consumers. One way is to utilize social media, which is cheaper than television advertising or other media. In addition, social media can also reach a wider target market (Sara et al., 2020).

MSMEs will face various business problems, so management skills are needed to develop marketing strategies to survive in the business world. The smoothness of a marketing strategy certainly requires good entrepreneurial orientation and reliable management skills so that business performance can be produced optimally (Darmawan et al., 2023). Most micro-entrepreneurs cannot utilize marketing management optimally, so they need training and entrepreneurship assistance from the government or the private sector. In addition, the organizational structure could be clearer in MSMEs, which impacts the lack of clarity in realizing business independence, ultimately shifting responsibility to each other if problems occur in running a business.

In today's digital era, many people spend time on social media like Facebook, Instagram, Twitter, and LinkedIn. The use of social media in the business world provides contributions such as accelerating business transactions, increasing business efficiency, expanding consumer reach, and increasing interactions between sellers and potential consumers (Sara & Saputra, 2021). The role of digital marketing is to provide opportunities to utilize these platforms to create connections and build relationships with consumers, as well as increase brand awareness and consumer loyalty. So, digital marketing is an important element in a business marketing strategy. The goal of marketing is to gain profit for the company through product promotion and distribution (Laksmi et al., 2024).

Many MSMEs in Denpasar City have yet to be able to utilize the digitalization of social media as a means of promotion due to the lack of assistance in understanding the ease of using social media, one of which is MSMEs in Dauh Puri Kangin. Technically, many human resources still need to adapt to the use of social media consistently, so the benefits are not obtained. This community service activity consists of training and assistance using social media for digital marketing. The activities carried out are aimed at motivating and increasing the competitiveness of business actors, so that the economy in Denpasar City also increases.

Analysis of existing partner conditions. The MSME sector in Denpasar City plays an important role because it is one of the largest contributors to foreign exchange in the tourism sector. With development based on local culture, Bali has become a tourist destination for both foreign and domestic tourists. The development of the tourism sector will also affect economic development, including that of MSMEs. Micro, Small and Medium Enterprises (MSMEs) in the Denpasar area have increased from year to year. The high growth of MSMEs in Denpasar positively impacts labor absorption, equitable development, and its results, especially in the economic sector, and increases regional gross domestic income. In addition, the tourism aspect can foster the entrepreneurial spirit of Denpasar residents to carry out business activities based on local wisdom.

As a metropolitan city, Denpasar City has experienced very rapid development of MSMEs; this is evidenced by the growth of MSMEs reaching 175.52 percent from 2019 to 2020, which was 11,500, increasing to 31,685 units. These businesses are classified into 4 types of companies, namely trade, various businesses, agricultural industry and non-agricultural industry. However, MSMEs in the Dauh Puri Kangin Village area still face many obstacles faced by these small business actors in developing businesses, namely inadequate human resources (HR), difficulty in obtaining capital, problems with raw

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materials, production and market competition, marketing costs, and the increasing use of imported goods are some of the obstacles or issues faced by MSME actors in Denpasar City. Based on the description above, several factors influence the ability of MSMEs to generate profits and develop their businesses in Dauh Puri Kangin Village, Denpasar City, including environmental awareness and digital marketing problems. This community service activity (PKM) aims to raise environmental awareness among MSME actors in the Dauh Puri Kangin Village area, Denpasar City, through socialization programs. Additionally, this initiative aims to provide training on utilizing digital platforms for online marketing, emphasizing the effective use of social media to expand business reach and improve marketing strategies.

The community service activity (PKM) offers several benefits for the Dauh Puri Kangin Village MSME group. First, it promotes the entrepreneurial spirit, which is crucial for achieving success in the era of globalization and information. A strong entrepreneurial mindset and creativity, and innovation enable individuals to develop their businesses. This spirit is supported by information from the MSME Service, which aims to nurture new talents in entrepreneurship. Second, the program increases awareness among MSME actors about environmental responsibility, encouraging them to avoid littering, sort waste, and better understand the ecological conditions surrounding their business areas. Third, it provides solutions to manage marketing costs effectively, as these are vital for increasing sales volumes and achieving the desired profit levels. By reducing unnecessary expenses, businesses can maximize their earnings. Lastly, the program facilitates online marketing training to help MSMEs boost their sales by leveraging digital marketing strategies. By utilizing social media and analyzing market share and consumer targets, MSMEs can enhance their reach and profitability in the competitive market.

The MSME group in Dauh Puri Kangin Village, Denpasar City, faces several challenges related to their business practices. Firstly, partners need to gain awareness of environmental responsibility and the role of the Green Economy in enhancing MSME performance. They need to familiarize themselves with the concepts and principles of the Green Economy and how these can be applied to improve their business operations. Secondly, there needs to be more socialization and understanding regarding digital marketing mechanisms. Many MSME actors in the area still need an effective marketing strategy. To address these issues, the service team provides intensive socialization about environmental awareness and the Green Economy, including its practical application in business management. This approach aims to help partners optimize their business potential sustainably and efficiently. Through training and mentoring, partners can learn to implement online marketing using digital platforms and social media (Pham et al., 2019).

METHODS

The first stage in this activity is to conduct an initial study to identify the main problems MSMEs face in Dauh Puri Kangin Village, Denpasar City. The team conducted an in-depth analysis of why partners still need to be made aware of Green Economy-based environmental awareness for the sustainability of their businesses and how to develop effective online-based marketing methods to improve the economy of partners and villages. After identifying the main problems, the team continued by studying partner potential. The community service team invited all MSMEs in Dauh Puri Kangin, Denpasar City, to attend a Focus Group Discussion (FGD). This FGD aims to formulate joint solutions to preserve the environment and improve the quality and marketing of digital-based products through social media.

RESULT AND DISCUSSION

Marketing Strategy Development Training. This Marketing Strategy Development Training aims to equip MSME actors with knowledge about environmental awareness with the Green Economy concept. Through this training, artisans will understand how to apply Green Economy principles in production, from selecting raw materials to manufacturing techniques. Thus, the MSME products

produced have high aesthetic value and are environmentally friendly and sustainable to attract consumers who are increasingly concerned about environmental issues (Tóth *et al.*, 2021).

Through digital marketing training, service partners will be given an in-depth understanding of the use of social media in marketing. Online marketing, also known as e-marketing or internet marketing, is any effort (marketing communication) to market products or services using electronic media or the internet. The purpose of online marketing is to facilitate sales or purchases to be more efficient and effective because products/services can be sold on various internet sites. Social media can be used to communicate in business, help market products and services, communicate with customers and suppliers, complement brands, reduce costs and increase online sales. In the digital era, social media has become a marketing communications trend. Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used worldwide. Social media are booming, including Facebook, WhatsApp, Instagram, Twitter, Line, Telegram, YouTube, and others. Someone must have various motivations for using social media (Calderon-Monge & Ribeiro-Soriano, 2023; Khan *et al.*, 2021).

Social and Environmental Impact. Increasing environmental awareness: The socialization of ecological awareness based on the Green Economy is expected to increase the awareness of artisans regarding the importance of protecting the environment in the production and sales process (Chan & Hsu, 2016). It can encourage the use of sustainable natural raw materials and reduce trader waste. Strengthening social networks: Through socialization and training activities, MSME actors can share knowledge and experience, thus forming a strong social network (Ben Arfi *et al.*, 2018). This network can be a source of support, inspiration, and information for MSMEs in developing their businesses.

Improving the quality of life: With the increase in income and welfare, it is hoped that the quality of life of UMKM actors will increase (Dangelico & Pujari, 2010). They can better meet their basic needs and have the opportunity to develop their potential and that of their families. Denpasar City's Dauh Puri Kangin Village has an extensive record of fostering MSMEs by selling food, trinkets, and other goods, which might greatly boost the local economy. However, MSME actors often face challenges managing their business finances and marketing their products effectively. Socialization regarding environmental awareness based on the Green Economy and online marketing training aims to empower MSMEs to manage their businesses more independently and sustainably. With a better understanding of the principles of a Green Economy, artisans are expected to be able to produce environmentally friendly and high-value-added products while preserving the culture and environment of the village. Improving the welfare of the people of Dauh Puri Kangin Village, Denpasar City, is one of the main objectives of this community service activity. Through socialization regarding increasing environmental awareness based on the Green Economy and online marketing training, it is hoped that MSME actors can increase their income. With a good digital-based marketing mechanism, artisans can identify potential business development, access funding sources, and make more informed business decisions. In addition, applying Green Economy principles can open up new, broader market opportunities, both domestically and abroad.

Economic Impact. Increased income: Through training in creating online marketing systems and socializing marketing strategies, it is hoped that artisans can improve the efficiency of the production and marketing of MSME products (Sara *et al.*, 2020). It has the potential to increase their income. Innovative product development: By understanding market trends and consumer needs, MSMEs can develop sales with more creative strategies and have higher added value. Unique and quality products will be more easily accepted by the market and provide better selling prices. Product diversification: Socialization of online marketing mechanisms can encourage MSMEs not to rely only on traditional mechanisms, but to develop digital-based marketing strategies with more varied marketing designs. Utilization of local resources: By understanding environmental awareness based on the Green Economy concept, MSMEs can more optimally utilize available local resources, such as natural raw materials and local labor. It can reduce production costs and increase product competitiveness.

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Technology and Innovation Products. The application of digital-based technology and innovation can be a solution to increase the competitiveness of MSME products from Dauh Puri Kangin Village. The use of digital platforms as a marketing medium is an effective strategy to reach wider consumers. In addition, using e-commerce platforms and digital marketing training will expand market reach and increase the income of artisans. Thus, the application of this technology not only impacts the improvement of the MSME actors' economy but also contributes to environmental preservation and sustainable village development. Ecological awareness is an understanding of the environment, the impact of human behavior on the environment, and the importance of protecting the environment. Environmental awareness is also an effort to raise awareness so that humans love the land and water (Karimi & Ataei, 2023).

Here are some things that can be done to raise environmental awareness: Save water and electricity usage, clean the house regularly, throw trash in its place, and reduce the use of paper and single-use plastic. Environmental awareness is important because the environment is very important in human life. A clean and beautiful environment will make human life healthier and disease-free.

Impact of Usefulness and Productivity. Community service that focuses on developing the skills of MSME actors in Dauh Puri Kangin Village can have a very positive effect. Through training and mentoring, the quality of MSME sales can be improved, productivity increases, and market reach expands. It will impact increasing the income of MSME actors, family welfare, and preserving local culture (Saputra et al., 2018). The success of this service is highly dependent on the active involvement of the community, the quality of relevant training, support from various parties, and cross-sector collaboration. Thus, this service provides economic benefits for MSME actors and contributes to sustainable village development and synergy between the community and the government (Laksmi et al., 2024)

CONCLUSION

Community service to MSME actors in Dauh Puri Kangin Village has increased awareness of the importance of Green Economy principles in MSME sales strategies. Through training and mentoring, sales have increased significantly to compete in a wider market. In addition, this program has also succeeded in improving the efficiency of production and income of MSME actors and contributing to the preservation of culture and the environment. Thus, the welfare of the village community has increased. For the sustainability of this program, it is necessary to strengthen institutions, diversify products, develop export markets, utilize information technology, and improve human resource capacity. Dauh Puri Kangin Village is hoped to be an example for other villages in creating sustainable and value-added MSME businesses.

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