

## Enhancing Environmental Awareness Among Entrepreneurs and Digital-Based Marketing Mechanisms for MSME Products

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### Abstract

Environmental awareness among MSME actors in the Dauh Puri Kangin Village area is important to consider as it can positively impact the environment and public health. Here are some key points regarding the environmental awareness of MSME actors: 1. Applying business environmental ethics can reduce the negative impact of MSME production and create business sustainability. 2. Understanding and awareness among MSME actors are necessary for waste management. 3. The government needs to assist MSMEs by facilitating waste management, such as ensuring the operation of wastewater treatment facilities. In addition to environmental awareness, MSME actors also need to pay attention to other issues, such as limited business capital, licensing problems, financial management, lack of product innovation, and difficulties in business development. Digital marketing mechanisms for MSMEs in the Dauh Puri Kangin Village area can be implemented using digital technology and online platforms to achieve marketing goals. Some digital marketing strategies that MSMEs can adopt include: 1. MSMEs can create their own sales website to design the layout, ambience, product catalogue, and promotions. The website should be mobile-friendly for easy access via smartphones. 2. MSMEs can leverage social media as a promotional tool for sales. They can create special groups on platforms like WhatsApp and Line to send product catalogues to loyal customers. 3. MSMEs can collaborate with marketplaces to sell their products. Marketplaces like Shopee and Tokopedia provide security for MSMEs regarding payments. 4. MSMEs can implement email marketing as an online marketing strategy. 5. MSMEs can provide responsive and effective customer service through digital channels such as email, social media, and online chat. Important principles in digital marketing include understanding the target market and consumer behaviour in the digital space, identifying digital platforms that align with the target audience, and analyzing data to measure marketing performance.

### Article History

Received: 2024-09-19

Revised: 2024-10-13

Accepted: 2024-11-09

Vol 2 Issue 1 2024

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### Keywords:

MSMEs, 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 through the concept of being environmentally friendly, often referred to as "go green." To foster environmentally friendly behaviour, it is essential to cultivate concern for the environment. Conscious actions taken by individuals aim to minimize the negative impacts of various human activities on the environment. Another primary goal is to improve the environment, both directly and indirectly. Many environmental issues remain unresolved despite the significant influence of the environment on all aspects of life and its considerable impact on human existence (Saputra et al., 2023). Environmental awareness among micro-enterprise actors (MSME) can be defined as attitudes and actions directed towards considering the impact of business activities on the environment (Laksmi, Putra, et al., 2023). This environmental awareness is based on environmental knowledge.

In addition to the awareness of business actors, government support is also necessary to assist in waste management. The government should pay attention to the operation of wastewater treatment facilities to maximize their utilization by the community. Business environmental ethics have become increasingly important in enhancing the productivity of Micro, Small, and Medium Enterprises (MSME) in Indonesia, particularly in Bali (Laksmi, Arjawa, et al., 2023). One of the selected villages for community service by lecturers from the Faculty of Economics and Business at Warmadewa University is the MSME in the Dauh Puri Kangin area, Denpasar City. MSME in this area still utilize environmentally harmful materials in their production processes. Therefore, applying business environmental ethics is key to improving the productivity of MSME in the future (Saputra & Laksmi, 2024).

In addition to environmental issues, micro-enterprises (MSME) in the Dauh Puri Kangin area of Denpasar City face challenges in using technology for product marketing. It has become a necessity for every MSME to develop marketing strategies to achieve their business objectives (Ferayanti et al., 2024). Marketing strategies are essential to compete and meet consumer demands. For example MSME can implement a low-cost marketing strategy compared to their competitors to attract more consumers. One effective method is utilizing social media, which is more affordable than advertising on television or other media. Additionally, social media can reach a broader target market (Sara et al., 2020).

MSME actors encounter various business challenges, necessitating management skills to formulate marketing strategies that ensure their survival in the business world. The smooth execution of a marketing strategy requires good entrepreneurial orientation and reliable management skills to optimize business performance (Darmawan et al., 2023). Most micro-enterprise actors have not maximized their marketing management, requiring training and entrepreneurial guidance from the government and private sectors. Furthermore, the organizational structure within MSME is often unclear, leading to ambiguity in achieving business independence, which results in a blame game when problems arise in business operations.

In today's digital era, many people spend time on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others. Utilizing social media in business accelerates transactions, increases business efficiency, expands consumer reach, and enhances interaction between sellers and potential buyers (Sara & Saputra, 2021). The role of digital marketing provides opportunities to leverage these platforms to create connections and build relationships with consumers, as well as increase brand awareness and consumer loyalty. Thus, digital marketing is an essential element in business marketing strategies. Marketing aims to generate profit for the company through product promotion and distribution (Laksmi et al., 2024).

Many MSME in Denpasar City, including MSME in the Dauh Puri Kangin area, have yet to effectively utilize social media digitalization as a promotional tool due to a lack of guidance on using social media. Technically, many human resources have yet to adapt to the consistent use of social media, resulting in missed benefits. This community service consists of training and assistance in utilizing social media for digital marketing. The activities conducted aim to motivate and enhance the competitiveness of business actors, ultimately improving the economy in Denpasar City.

**Analysis Of Existing Partner Conditions.** The MSME sector in Denpasar City plays a crucial role as one of the largest contributors to foreign exchange in the tourism sector. With the development of local culture-based initiatives, Bali has become a popular tourist destination for domestic and international visitors. The growth of the tourism sector positively impacts economic development, including MSMEs. Micro, Small, and Medium Enterprises (MSMEs) in Denpasar have shown continuous growth year after year, contributing positively to job absorption, equitable development, and increases in regional gross domestic product (GDP). As a metropolitan city, Denpasar has experienced rapid MSME growth, evidenced by an increase of 175.52 per cent from 2019 to 2020, from 11,500 to 31,685 units. These enterprises are classified into four types: trade, various businesses, agricultural industries, and non-agricultural industries.

However, MSMEs in the Dauh Puri Kangin area still face various challenges in developing their businesses. Some of the issues encountered include: Human Resources, The lack of adequate HR quality is a major obstacle. Many MSME actors do not possess sufficient managerial and marketing skills. Capital, raw materials and production, market competition. These factors significantly influence the ability of MSMEs to generate profits and develop their businesses in the Dauh Puri Kangin area of Denpasar City, particularly concerning environmental awareness and digital marketing issues.

## METHODS

The first stage of this activity is to conduct an initial study to identify the main problems faced by MSME actors in Dauh Puri Kangin Village, Denpasar City. The team performs an in-depth analysis of the reasons why partners are unaware of environmental awareness based on the Green Economy for the sustainability of their businesses, as well as how to develop effective online marketing methods to enhance the economy of the partners and the village. After identifying the main issues, the team proceeds to conduct a potential study of the partners. The community service team invites all MSME actors from 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 products based on digital platforms through social media.

## RESULT AND DISCUSSION

**Marketing Strategy Development Training.** The Marketing Strategy Development Training aims to equip MSME actors with knowledge about environmental awareness through the concept of the Green Economy. Through this training, artisans will understand how to apply the principles of the Green Economy in the production process, from selecting raw materials to manufacturing techniques. As a result, the products produced by MSMEs will not only have high aesthetic value but will also be environmentally friendly and sustainable, thereby attracting consumers who are increasingly concerned about environmental issues (Tóth et al., 2021).

Through digital marketing training, community partners will gain a deep understanding of utilizing social media for marketing purposes. Online marketing, also known as e-marketing or internet marketing, encompasses all efforts (marketing communication) to promote products or services using electronic media or the internet. The objective of online marketing is to facilitate sales or purchases to be more efficient and effective, as products/services can be sold across various internet platforms. Social media can be used for business communication, helping to market products and services, engaging with customers and suppliers, enhancing brand presence, reducing costs, and facilitating online sales. In the digital era, social media has become a trend in marketing communication. Social media is an online platform where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most commonly used forms of social media worldwide. Currently, several social media platforms are booming, including Facebook, WhatsApp, Instagram, Twitter, Line, Telegram, YouTube, and others. Individuals have various motivations for using social media (Calderon-Monge & Ribeiro-Soriano, 2023; Khan et al., 2021).

**Social and Environmental Impact** Increased Environmental Awareness: Socialization about environmental awareness based on the Green Economy is expected to enhance artisans' understanding of the importance of maintaining the environment in the production and sales processes (Chan & Hsu, 2016). This can encourage the use of sustainable natural raw materials and reduce waste among traders. Strengthening Social Networks: Through socialization and training activities, MSME actors can share knowledge and experiences, thereby forming strong social networks (Ben Arfi et al., 2018). These networks can serve as sources of support, inspiration, and information for MSME actors in developing their businesses. Improved Quality of Life: With increased income and welfare, it is hoped that the quality of life for MSME actors will improve (Dangelico & Pujari, 2010). They will be better able to meet basic needs and have opportunities to develop their potential and that



of their families. Dauh Puri Kangin Village in Denpasar City, with its significant tradition of developing MSMEs through food trade, souvenirs, and more, has great potential to enhance the local economy. However, MSME actors often face challenges in managing their business finances and effectively marketing their products. 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 the Green Economy, artisans are expected to produce environmentally friendly products with high added value, while also preserving the culture and environment of the village. Improving the welfare of the community in Dauh Puri Kangin, Denpasar City, is one of the primary objectives of this community service activity. Through socialization regarding environmental awareness based on the Green Economy and online marketing training, it is hoped that MSME actors can increase their income. With effective digital marketing mechanisms, artisans can identify business development potential, access funding sources, and make more informed business decisions. Additionally, the application of Green Economy principles can open up broader market opportunities, both domestically and internationally.

**Economic Impact.** Increased Income: Through training in online marketing systems and socialization of marketing strategies, it is hoped that artisans can improve the efficiency of production and marketing of MSME products (Sara et al., 2020). This has the potential to increase their income. Development of Innovative Products: By understanding market trends and consumer needs, MSME actors can enhance their sales with more innovative strategies that add higher value. Unique and high-quality products will be more readily accepted in the market and can command better selling prices. Product Diversification: Socialization regarding online marketing mechanisms can encourage MSME actors to move beyond traditional methods and develop digital marketing strategies with more varied designs. This diversification can help them reach a broader audience and adapt to changing market demands. Utilization of Local Resources: By understanding environmental awareness based on the Green Economy concept, MSME actors can optimize the use of available local resources, such as natural raw materials and local labor. This can reduce production costs and enhance product competitiveness. Overall, these initiatives aim to create a more resilient and sustainable economic environment for MSMEs, fostering growth and development within the community.

**Technology and Innovation Products.** The implementation of digital-based technology and innovation can serve as a solution to enhance the competitiveness of MSME products from Dauh Puri Kangin Village. Utilizing digital platforms as marketing media is an effective strategy to reach a broader consumer base. Additionally, leveraging e-commerce platforms and digital marketing training will expand market reach and increase artisans' income. Thus, the application of this technology not only impacts the economic improvement of MSME actors but also contributes to environmental preservation and sustainable village development. Environmental awareness encompasses understanding the environment, the impact of human behavior on it, and the importance of maintaining it. It is also an effort to foster a love for the land and water (Karimi & Ataei, 2023). Here are some actions that can be taken to cultivate environmental awareness: Conserve water and electricity. regularly clean homes, proper waste disposal. reduce use of paper and single-use plastics. Environmental awareness is crucial because a clean and green environment is essential for human life. A healthy environment contributes to better living conditions and reduces the risk of diseases. By integrating these practices into their operations, MSMEs can not only improve their economic performance but also play a vital role in fostering a sustainable and healthy community.

**Impact of Benefits and Productivity.** Community service focused on developing the skills of MSME actors in Dauh Puri Kangin Village can have a highly positive impact. Through training and mentoring, the quality of MSME sales can be improved, productivity can increase, and market reach can expand. This will increase income for MSME actors, enhance family welfare, and contribute to the preservation of local culture (Saputra et al., 2018).

The success of this community service initiative heavily relies on active community involvement, the relevance of training quality, support from various stakeholders, and cross-sector collaboration. Therefore, this initiative provides economic benefits for MSME actors, contributes to sustainable village development, and fosters synergy between the community and the government (Laksmi et al., 2024). The program aims to create a thriving environment for MSMEs by focusing on skill development and community engagement, promoting economic growth and cultural heritage preservation. This holistic approach ensures that the benefits extend beyond financial gains, fostering a resilient and interconnected community.

## CONCLUSION

Community service aimed at MSME actors in Dauh Puri Kangin Village has raised awareness of the importance of Green Economy principles in MSME sales strategies. Through training and mentoring, sales have significantly increased, enabling them to compete in a broader market. Additionally, this program has improved production efficiency and income for MSME actors, while also contributing to preserving culture and the environment. Consequently, the welfare of the village community has improved. For the sustainability of this program, it is essential to strengthen institutional frameworks, diversify products, develop export markets, utilize information technology, and enhance human resource capacity. It is hoped that Dauh Puri Kangin Village can serve as a model for other villages in developing sustainable and value-added MSME businesses. By focusing on these areas, the program aims to ensure ongoing economic benefits and create a resilient community that values its cultural heritage and environmental sustainability. This approach can inspire other communities to adopt similar practices, fostering a broader movement towards sustainable regional development.

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