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ABSTRACT

The development of online media training for digital marketing training for small and medium enterprises (SMEs) in Medan aims to increase understanding and skills in digital marketing strategies to improve competitiveness and business sustainability in the digital era. The advantages of online media training include ease of access, cost efficiency, and scalability that allows reaching more participants simultaneously. The implementation of online media training is expected to increase participants' knowledge and skills, improve the quality of SME products and services, and increase the effectiveness of digital marketing. The research findings show that online media training provides benefits in improving the competitiveness and business growth of SMEs in Medan. Recommendations include wider promotion, periodic evaluation, development of relevant content, and expert involvement to continue to enhance the positive contribution of online media training in improving SMEs' competencies in digital marketing.

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INTRODUCTION

The internet is a technology that is widely used in the current digital era. With the internet, many costs are saved compared to before, for example in the world of training it would cost a lot and the number of participants would be limited. This is a problem for the Medan City Cooperatives and Micro Enterprises Department which is often hampered in its activities in conducting training for MSMEs due to lack of funds so that the target training participants do not meet expectations. For this reason, training media is needed for Medan Tembung city MSMEs that are low cost and can accommodate many participants to increase the competency of Medan City MSME players regarding digital marketing [1].

Website-based training media is a learning process that utilizes websites using the internet network to access them thereby reducing face-to-face training costs. By carrying out online training, participants can come from far away places, without having to leave their
homes and jobs. For this reason, this online training method is one solution as a Digital Marketing training medium for MSMEs in Medan City [2]. So the development of web-based Digital Marketing Training Media needs to be carried out so that training for Medan city MSMEs can be carried out cost-efficiently. Previous research entitled "Development of technology-based learning media to improve student learning outcomes at SD Negeri Pinang 1" has proven that online learning media is also able to increase competency [3].

CodeIgniter is a framework based on the PHP programming language. The nature of the CodeIgniter framework is that it is an open source framework that is widely used because its reliability has been verified [4]. Codeigniter was developed with the aim of making it easier and faster for web programmers to develop web applications from scratch. There are many types of PHP-based frameworks such as Laravel, Yii, Symfony and others, but the author chose the Codeigniter Framework because Codeigniter uses the Model - View - Control (MVC) development pattern concept. Codeigniter is recognized as the fastest framework to access and is lighter than other frameworks. Because CodeIgniter uses the MVC concept model, CodeIgniter is very light, structured, easy to learn and has a forum [5].

METHOD

Digital Marketing
The concept of digital marketing originates from the internet and search engines on websites. In 2001, when internet usage was at its peak, the market was dominated by Google and Yahoo as search engine optimization (SEO) leaders. By 2006, search technology began to evolve, and by 2007, the use of mobile devices increased dramatically, significantly boosting internet usage in daily life. Digital marketing involves branding activities using various web-based media [6]. It can be defined as the use of technology to achieve marketing goals and further develop the concept itself. Social media can globally encompass digital marketing, which is marketing through digital technology and accessed via the internet. The strategic benefits of digital marketing can enhance communication design through electronic technology. Digital marketing is defined as marketing activities, including branding, using various web media such as blogs, websites, email, AdWords, and social networks[6]. As a promotional medium, digital marketing aims to convey, disseminate, or market a product to influence consumers to purchase it. Additionally, digital marketing involves marketing activities using internet-based media. The internet is a highly influential tool for business.

Learning Media
The word "media" originates from the Latin term "medius," which literally means 'middle,' 'intermediary,' or 'conveyor.' In Arabic, media refers to an intermediary or a messenger that conveys messages from the sender to the receiver. Media serves as the channel through which messages are delivered from the sender to the receiver, thus acting as a vehicle for transmitting educational information or messages [7].

According to the National Education Association (NEA), media encompasses various forms of communication, both print and audiovisual, along with their associated tools. Media should be manipulable, viewable, audible, and readable. Meanwhile, the Association of Education and Communication Technology (AECT) defines media as all forms and channels used to convey messages or information [8]. From these definitions, media can be concluded to be tools that support learning, ensuring the learning process runs effectively. Media also serves as a link between the information provider and the receiver. The use of media as a bridge between educators and students is what constitutes learning. In other words, active learning requires media support to deliver the material to be learned [9].

The term "instruction" comes from the Greek word "instructus" or "intruere," meaning to convey thoughts. Thus, instructional means conveying thoughts or ideas that have been
meaningfully processed through learning. The concept of learning implies a proactive engagement in learning activities, where not only educators or instructors are active, but students are also active participants in the learning process. Instructional media used in schools aim to enhance the quality of education. Media serves as an intermediary to improve effectiveness and efficiency in achieving educational goals [10].

From the above definitions, instructional media can be summarized as tools containing educational materials used by educators in the learning process to make learning more engaging for students.

**CodeIgniter**

CodeIgniter is a framework based on the PHP programming language. This framework is open source and widely used because of its proven reliability. CodeIgniter was developed with the aim of making it easier and faster for web programmers to develop web applications from scratch. This framework provides many libraries that can be used to simplify the web application development process [11]. CodeIgniter was first introduced on February 28, 2006. CodeIgniter is a framework that adopts the Model-View-Controller (MVC) development pattern. This framework is recognized as one of the fastest to access and lighter compared to other frameworks. The use of MVC concepts makes CodeIgniter very light, structured, and easy to learn. Additionally, CodeIgniter has an active forum to support its users [12].

**Software Development Life Cycle (SDLC)**

The Software Development Life Cycle (SDLC) is a process that describes the methods and strategies for developing, designing, and maintaining software projects. This process ensures that all goals, objectives, functionality and user needs are met. SDLC can also be interpreted as the process of creating and changing systems, as well as the models and methodologies used in system development in systems and software engineering. The goal is to provide results that match the user's expectations and desires, and reduce work done repeatedly.

When developing a system, whether it's desktop-based or web-based, a systematic development method must be used. For the development of this online training media, the waterfall method is employed, consisting of the following stages:

1) **Requirement Analysis**
   This stage involves determining the functions that need to be developed. This ensures that the system development aligns with the users' needs and the training requirements.

2) **Design**
   The design phase includes creating prototypes of the user interface, database, and data flow. The user interface prototype will be designed using the Pencil application, while the database design will use Entity-Relationship Diagram (ERD), and the data flow will be designed using Data Flow Diagram (DFD). This design phase facilitates the development of the application.

3) **Coding**
   This stage translates the previous design into a programming language. The chosen language for this development is PHP, using the CodeIgniter 3.0 framework.

4) **Testing**
   To assess the performance of the training media, testing is conducted to identify any deficiencies and errors within the media.

5) **Maintenance**
   After testing, the system may require certain improvements, so ongoing maintenance is necessary to ensure the system operates efficiently and is kept up-to-date.
RESULTS AND DISCUSSION

Digital Marketing is one of the essential 21st-century skills that SME operators must possess. By utilizing digital marketing knowledge, SME operators can boost their sales and income by marketing their products through platforms such as Shopee, Tokopedia, and social media. However, many SME operators in Medan lack proficiency in digital marketing, limiting their sales and income to customers around their physical stores. Therefore, training on the importance of digital marketing competence in the 21st century is crucial for these SME operators. However, the high costs that the local government would incur to train these operators pose a challenge to conducting such training. Thus, a method is needed to minimize the training costs.

With the rapid advancement of computer and internet technology, training costs can be significantly reduced by conducting training online. However, there are various forms of training media, and none are specifically designed for digital marketing training. Hence, the author aims to design web-based training media specifically for digital marketing training.

Many online training media have been developed for various activities, but this research only focuses on developing training media for Medan City MSMEs in mastering Digital Marketing competencies. From several activities that have been carried out by the Medan City Government, the costs spent are very minimal and the number of participants taking part in the training is greater than before and after monitoring through questionnaires, there has been a development in knowledge among the community, although only slightly.

Figure 1. Login Page

Figure 1. The Login page will appear when users access the system for the first time. Users will be prompted to enter their username and password to gain access to the Training Media. There are three types of users in the Training Media: Administrator, Instructor, and Trainee. Each user has been assigned a username, which is their personal email, and a password of their choosing.
Figure 2. Dashboard Page

Figure 2. The Dashboard Page serves as the main page in the Training Media. This page contains a greeting and a summary of information regarding the number of users and the ongoing training sessions, making it easy for users to access relevant information on the Training Media.

Figure 3. Users Page

Figure 3. The User Page displays the names of the Training Media users. On this page, the Administrator can add users to the Training Media in two ways: by manually entering data or by importing data from an Excel document.
Figure 4. The Training Program Page

Figure 4. The Training Program Page is used by the Administrator to create new classes. There are 8 themes that can be taught: 1) Advancing to the Next Level of Entrepreneurship, 2) Exploring Business Ideas, 3) Preparing and Creating Financial Reports, 4) Managing Finances (Business Finances vs. Personal Finances), 5) Product Branding through Branding and Packaging, 6) Digital Marketing, 7) Food Safety for SMEs, and 8) Developing a Business Model Canvas.

Figure 5. Add Participants Pratice Program Page

Figure 5. Through this page, the Administrator can add trainees to a specific training program by clicking the "Add Trainee" button, which will display a list of users at the trainee level to be added to the training participants list.
Figure 6. On the Training Activities Page, the types of activities to be conducted by the trainees will be displayed. There are 7 types of training activities such as Pre-Test, Module, Video, PPT, Post-Test, and Worksheet. Each activity type must be completed by the trainees before they can move on to the next activity. Once all activities are completed, they will proceed to the next training theme.

Figure 7. The Pre-Test Page displays practice questions that trainees must answer. The pre-test activity does not have a passing grade. This is done to gauge the trainees' knowledge levels. There are 10 questions that each trainee must answer. All trainees will receive the same questions, but the order and options will be randomized for each participant.
Figure 8. The Worksheet Page is designed to assess the ideas and knowledge of the trainees. Through the worksheet, the Instructor can understand the type of business and the competencies possessed by the trainees. Each training theme includes a worksheet with a format tailored to the specific theme. The results of the worksheets will be evaluated by the instructor and will be marked as pass or fail.

CONCLUSION
By using Online Digital Marketing Training Media, participants are indirectly accustomed to using internet technology, so deep understanding related to Digital Marketing is only related to its technical aspects. By using Online Training Media, the quality of participants is better than in offline training because, in online training, participants can repeatedly review the material and activities, whereas in offline training, it ends as soon as the activities conclude in a short time. This online training media focuses on Digital Marketing Training so that the system environment is adapted for Digital Marketing training. This online training media cannot be used for other training.

REFERENCES


