

Digital Marketing Optimization Based on 9 Core of Marketing Strategies to Support Go-Digital Herbal MSMEs and Export Markets in Utilizing the Potential of the Madiun Regency Region

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Abstract:- Herbal Academy Group Indonesia, an MSME in Madiun, has proliferated since 2014 with herbal products that are beneficial for health. After BPOM tests and halal certification, they faced marketing and export challenges. The author proposes digital marketing optimization to increase market reach and export readiness, involving students in this activity as part of community service. This service aims to evaluate essential aspects in the digital marketing of herbal MSMEs in Madiun, including product quality, packaging, branding, and SEO, to support go-digital and export market expansion. The results of the assessment show that several areas need improvement. Solutions include digital marketing assistance and export certification to optimize global market potential. Implementing the service involves eight months of technical assistance in digital marketing and export. This service involves three stages of validation tests: material, media, and platform. The validation of the material showed an excellent assessment with an average of 84.33%, indicating that the material was relevant and precise. Media tests were also positive, scoring the highest strategy suitability and content authenticity scores. The platform's validation received excellent ratings in all aspects, including appearance, features, and regulatory compliance, with an average of 93.33%, indicating the platform's effectiveness in supporting Herbal MSMEs in Madiun. The application of technology and innovation for Herbal MSMEs in Madiun

Regency. It covers digital marketing, SEO, e-commerce, and export technologies, including SCM tools and international databases.

Keywords:- Digital Marketing, 9 Core of Marketing, MSMEs, Export Market.

I. INTRODUCTION

The development of herbal medicines has been carried out in Madiun due to the potential of the region to produce medicinal plants [1]. One of the largest is the Herbal Academy Group Indonesia, formed in the Kare area, Madiun Regency. This Herbal Academy is an MSME in Madiun Regency and one of the largest in terms of production scale. Herbal Academy was established in 2014. At that time, by utilizing garden products and medicinal plants, the owner conducted experiments on herbal medicines against several diseases, ranging from mild diseases such as fever and flu. The production process at this partner still uses a semi-modern method since its inception, using the method of distillation of organic materials harvested from clove and garlic plantations, as well as the process of mixing various kinds of distillation of other materials such as galangal, turmeric, ginger, temulawak, kencur, telang, noni. Hundreds of combined ingredients will be overcome, which refer to previous journals on their use [2].

This product was tested on a limited scale to humans on the MSME scale and succeeded in having a good impact on the diseases tested; academic testing has still never been carried out from 2014 to 2017, the establishment of MSMEs that continue to produce, but only testing by P-IRT since the beginning of its establishment so that the product guarantee is in the Ministry of Health of Madiun Regency. From 2017 to 2020, this product was tested by BPOM and Halal Product Certification. At that time, the product also developed with various diversifications, such as products for health and fitness, to develop self-vitality. This product also proliferates due to the body's immune resistance during the COVID-19 pandemic. When circulating, it is a health drink product under official government supervision [3].

This product has transformed from a liquid product on a litre scale, successfully simplified the form in some products and cured diseases into a millilitre scale form that is entirely consumed a little but has the same effect. Also, the collaborated ingredients have developed to be the basis of collaboration with international medicinal plants such as telang flower, ginseng, and red ginseng [4]. In addition to being a product on a millilitre scale, the product also develops into the form of herbal pills on a production scale that is initially small and slowly develops through a sustainable production process. The form of production is varied, such as litre and millilitre scale of water, herbal pills, and herbal capsules, developing based on market needs and product innovations developed in the assisted communities of the Herbal Academy Group, which have succeeded in forming communities in Madiun Regency [5].

The primary marketing strategy of this product is word of mouth; this product is seen by the community based on the benefits of the product on health and safety of use; this product has several stages in marketing during the product life cycle, the stages of the product start from word-of-mouth marketing of the community around the village, the marketing strategy of free health checks in the community, then collaborate with local doctors by developing a marketing affiliate system and extends to several regions in terms of health checks, doctor cooperation, and cooperation with several regional apparatus with a traditional marketing approach [6]. In the years following production, the partnership expanded in various cities with a traditional approach, such as in Ponorogo, Magetan, Nganjuk, Ngawi, Tulungagung, Kediri, Malang, Surabaya, and Mojokerto. The production also continues to grow; in the first year of production, up to 2 years, monthly production reaches 30 litres per month, then continues to grow in the first four years, increasing 2x to 60 litres per month and currently has reached 300 litres per month in production, coupled with the latest production of new product forms such as capsules and herbal pills reaching 1,000 grains per month. These MSMEs have increased their production capacity by reaching 1,000 litres and 5,000 grains per month to maintain stock reserves that continue to be produced by collaborating through the surrounding community. With the increase in production capacity based on the results of developing existing business capital, adequate market absorption must automatically be

supported. However, the business partner community experiences several problems in increasing its market absorption capacity. Based on sales data from this productive community group over the past 18 months, sales have stagnated, as shown in the figure below [7].

This is because community group partners experience limited capital to increase marketing reach. After all, the marketing strategy prepared from the beginning is based on traditional marketing approaches, which require a lot of human resources and financing ranging from employee marketing costs, transportation and accommodation, as well as to increase the company's reach and capabilities. The company's money has been primarily divided to increase production capacity, BPOM, and halal certification, which must carry out many laboratory tests. In addition to this, another problem faced by the partners of this community business group is that they are still unable to prepare the supply chain flow and the preparation of export documents and funding for buyer demand, so there are still export failures for several buyers who have contacted, visited, and discussed the demand for these products abroad, due to language barriers, documents, and limited production capabilities in preparing the supply chain flow [8].

Based on this, the author proposes community service activities with the title of digital marketing optimization based on nine core marketing strategies to support *go-digital herbal MSMEs* and export markets in utilizing the potential of the Madiun Regency region to increase marketing reach capacity with small but adequate funds through digital marketing and sustainable assistance, as well as through digital marketing can also be carried out optimizing the export market through assistance in the readiness of MSMEs. This activity provides various significant benefits, both for herbal MSMEs in the Madiun Regency and for the development of the local economy. First, this community service will increase the digital capacity and skills of MSME actors through intensive training and mentoring programs. This is important to help MSMEs adopt digital technology in their marketing process to compete more effectively in the global market [9].

II. IMPLEMENTATION METHOD

In the stage of the implementation method of the description of the digital marketing access problem, the initial stage in the first 1 month consists of 3 initial technical guidance assistance activities, where in week 1 will focus on social media marketing and website marketing which will discuss the provision of assistance in strategic content creation, branding and graphic design, admin and creative writer and introduction to the initial stage of SEO [10], and also the development of digital marketing with artificial intelligence for the purposes of market access, data, and also sustainable content development and supporting product diversification [11], as well as assistance in creating a wix design developer-based website consisting of UI/UX of the website, website copywriting that discusses writing and landing pages on products and marketing, and website commercialization in product marketing and e-commerce

development in the website, and in the 3rd week, namely technical guidance on marketplaces and e-commerce, by providing technical and direct assistance on understanding the operations of the admin panel of various e-commerce, as well as e-commerce management strategies and algorithm understanding [12], and in the first 4th week of the month, namely technical guidance on digital advertising, where you will understand the elaboration and placement and budgeting strategies digital advertising, as well as daily strategies and arranging A/B testing on products to be carried out, and measuring and monitoring digital advertising programs on various platforms such as Facebook Ads, Instagram Ads, YouTube Ads, and TikTok Ads [13].

The target of the next step in the second month is optimization through parallel assistance, namely social media marketing, with the consistency of content and management of product social media spread across various platforms, as well as to increase followers, content, and interaction on social media marketing which is carried out to increase brand awareness. In addition, in the second month, the fostered community partners are also expected to be able to implement and be efficient with AI-in Marketing Strategies in content creation and social media marketing program optimization. The previous stages continued to be carried out in parallel. At the same time, in the third month of implementation, there was additional consistency in the results of the assistance, namely launching in the field of e-commerce and marketplaces, and accompanied by website launches and SEO development from product marketing equipped with copywriting [14].

They were followed by the development of the results of increasing the effectiveness of the e-commerce strategy every

month, which is integrated with social media marketing and the development of partnership-based marketing systems such as distributors, resellers and affiliates. In the fourth month, in parallel, the previous stages were carried out simultaneously. Digital marketing advertising was also carried out on various platforms by measuring the effectiveness of the advertising program, such as visitor and advertising effectiveness, and continuous assistance related to the implementation of strategic advertising, as well as direct impact on brands and strategic content advertising. The technology guidance method was carried out at the beginning and continues to be applied in parallel in the first four months of the activity so that the results of this technology guidance can be measured and monitored correctly on the business conditions of partner communities from the community service implemented [15].

III. RESULTS

A. Analysis of Existing Conditions from Partners

This analysis aims to identify aspects that require special attention and improvement to support go-digital efforts and the expansion of the export market of herbal MSMEs. The evaluation was carried out using the Likert scale to assess several critical criteria, such as product quality, packaging, branding, social media management, SEO, and other aspects that play a role in digital marketing strategies. The assessment results from the three validators will be integrated to provide a comprehensive overview of the existing conditions and provide a basis for recommendations for necessary improvements. This community service is essential to understanding the current position of herbal MSMEs in Madiun Regency and the steps that need to be taken to optimize the potential of digital marketing in supporting sustainability and business growth.

TABLE I. PARTNER NEEDS ANALYSIS

No.	Criteria Assessed	Total Score	Percentage (%)	Criteria
1	Quality of herbal products	13	86.67	Very Good
2	Product packaging	11	73.33	Good
3	Product branding and identity	11	73.33	Good
4	Social media management	10	66.67	Good
5	Digital marketing content	12	80.00	Good
6	SEO usage on websites	10	66.67	Good
7	Utilization of e-commerce	11	73.33	Good
8	Data-based marketing strategies	10	66.67	Good
9	Customer data analysis	11	73.33	Good
10	Customer relationship management	10	66.67	Good
11	HR training and development	12	80.00	Good
12	Product innovation	13	86.67	Very Good
13	Adaptability to new technologies	10	66.67	Good
14	Online transaction security	12	80.00	Good
15	Logistics management	10	66.67	Good
16	Partnerships and collaborations	12	80.00	Good
17	Access to local and international markets	13	86.67	Very Good
18	Customer satisfaction levels	12	80.00	Good
19	Compliance with regulations and standards	11	73.33	Good
20	Marketing campaign effectiveness	12	80.00	Good

The analysis of the existing conditions of herbal MSME partners in Madiun Regency shows that the quality of herbal products gets a high score, with a total score of 13 and a percentage of 86.67%. These quality products are essential in digital marketing strategies, as explained by [16], which states that good product quality can increase the competitiveness of MSMEs in the global market. Product packaging and branding obtained a score of 11 with a percentage of 73.33%, indicating that there is still room for improvement. According to [17], innovations in packaging and branding can increase product attractiveness in a competitive market. The management of social media and digital marketing content is also quite good, with scores of 10 and 12, respectively. However, further improvements are needed to achieve maximum effectiveness. The use of SEO in websites and data-driven marketing strategies received a score of 10 with a percentage of 66.67%, indicating a good understanding of the importance of SEO, but its implementation can still be improved. [18] states that SEO and proper data analytics can improve digital marketing performance. Customer data analysis and customer relationship management scored 11, with a percentage of 73.33%, indicating a reasonable effort, although further improvement is needed.

Human resource training and development, product innovation, and new technology adaptation showed outstanding results, with scores of 12 and 13, respectively and 80.00% and 86.67%, respectively. [19] states that innovation and human resource development are critical factors in the success of MSMEs. The security of online transactions, logistics management, and partnerships are valuable but can still be improved. Market access and customer satisfaction showed outstanding results, supported by community service. [20] which states the importance of logistics management and transaction security in increasing customer satisfaction. Herbal MSMEs in Madiun Regency are already on the right track in optimizing digital marketing and utilizing technology to increase competitiveness and market expansion.

B. Media Validation Questionnaire

This media expert test was carried out by validators who are experts in their fields to provide advice and assessment on the development of Digital Marketing Optimization media Based on 9 Core of Marketing Strategies to Support Go-Digital Herbal MSMEs and Export Markets in the Utilization of Regional Potential of Madiun Regency so that it can be known that the learning materials developed have met the valid or loam category. The data of the material test assessment can be seen in Table 3.

TABLE II. MEDIA TEST EVALUATION DATA

No.	Criteria Assessed	Total Nilai	Percentage (%)	Criteria
1	Relevance to the local target market	12	80	Very Good
2	Effectiveness in increasing brand awareness	13	87	Good
3	Ability to increase sales	12	80	Very Good
4	Suitability with digital marketing strategy	15	100	Very Good
5	Visual quality and aesthetics of content	11	73	Good
6	User Engagement	11	73	Good
7	Authenticity of content	15	100	Very Good
8	Readability and clarity of information	12	80	Good
9	Responsiveness to user feedback	11	73	Good
10	Frequency and consistency of content updates	14	93	Very Good
11	Use of the latest technology and features	13	87	Very Good
12	Integration with social media platforms	13	87	Very Good
13	Measurement and reporting of results (analytics)	15	100	Very Good
14	Speed and quality of customer support services	12	80	Good
15	Innovation in marketing campaigns and strategies	13	87	Very Good
16	Compliance with marketing rules and regulations	15	100	Very Good
17	Security and privacy of user data	12	80	Good
18	Ease of navigation and user experience (UX)	11	73	Good
19	Attractiveness and uniqueness of content	15	100	Very Good
20	Suitability with company goals and vision	12	80	Good

The media validation test on the digital marketing strategy based on the 9 Core of Marketing Strategies to support Go-Digital Herbal MSMEs and the export market in utilizing the potential of the Madiun Regency region gave

positive results. Several essential criteria assessed by the validators showed excellent ratings with high percentages, indicating that the implemented strategy has been in line with expectations. The criteria for conformity with the digital

marketing strategy received a perfect assessment from the validators. The three validators provide the maximum value, resulting in a total value of 15 and a percentage of 100%. This shows that the digital marketing strategy has been aligned with the principles of effective digital marketing, as explained in Community Service [21]. The alignment of the strategy with the principles of digital marketing is essential to achieve optimal results. In addition, the authenticity of the content also received an excellent rating, with a total score of 15 and a percentage of 100%. Validators consider that the content produced is unique and can build trust and high engagement from the audience. [22] Content authenticity is a critical factor in digital marketing that can increase consumer loyalty and strengthen brand image.

The measurement and reporting of results also received a perfect rating from the validators, with a total score of 15 and a percentage of 100%. This shows that using analytics tools to measure campaign success and create comprehensive reports aligns with the expected standards. According to [23], analytics in digital marketing allows for better and more efficient decision-making based on accurate data. Conformity with marketing rules and regulations recorded another perfect score with a total score of 15 and a percentage of 100%. This shows that the strategy used has complied with all applicable

regulations, both locally and internationally, thus avoiding potential legal and ethical issues that could be detrimental to the company. [24] explained that compliance with marketing regulations is critical to ensure sustainable business operations and be free from legal sanctions.

The attractiveness and uniqueness of the content also received an excellent rating, with a total score of 15 and a percentage of 100%. Validators assess that the content attracts the audience's attention and provides unique added value, distinguishing the product from its competitors. [25] Emphasizes that the uniqueness of content is essential in attracting attention and keeping consumers interested in the long term.

C. Platform Validation Test Questionnaire

The expert test of this platform validation was carried out by validators who are experts in their fields to provide advice and assessment on the development of Digital Marketing Optimization Materials Based on 9 Core of Marketing Strategies to Support Go-Digital Herbal MSMEs and Export Markets in the Utilization of Regional Potential of Madiun Regency so that it can be known whether the learning materials developed have met the valid category or not.

TABLE III. PLATFORM TEST DATA

No.	Criteria Assessed	Total Nilai	Percentage (%)	Criteria
1	User-friendly display	14	93.33	Very Good
2	Ease of navigation	13	86.67	Very Good
3	Speed of access	14	93.33	Very Good
4	Compatibility with various devices	11	73.33	Good
5	Completeness of features	15	100	Very Good
6	Platform security	13	86.67	Very Good
7	Ability to integrate with analytical tools	13	86.67	Very Good
8	Availability of technical support	12	80	Good
9	Quality of displayed content	14	93.33	Very Good
10	Branding consistency	13	86.67	Very Good
11	SEO effectiveness	13	86.67	Very Good
12	Clarity of product information	15	100	Very Good
13	Customer interaction capability	13	86.67	Very Good
14	System reliability	14	93.33	Very Good
15	Flexibility in customizing appearance	12	80	Good
16	Compliance with marketing strategy	15	100	Very Good
17	Effectiveness of digital marketing campaigns	14	93.33	Very Good
18	Regulatory compliance	15	100	Very Good
19	Positive impact on sales	13	86.67	Very Good
20	Customer satisfaction	15	100	Very Good

The results of the platform validation test for digital marketing strategies based on 9 Core of Marketing Strategies conducted to support Go-Digital Herbal MSMEs and the export market in Madiun Regency show an excellent

assessment from the validators. The platform's user-friendly appearance, ease of navigation, and access speed were rated very well, with a percentage above 86%, in line with findings [26] on the importance of an intuitive user experience. Feature

completeness, clarity of product information, consistency of branding, clarity of product information, SEO effectiveness, ability to interact with customers, and reliability of the system all received maximum scores, with a percentage of 100%, demonstrating the platform's commitment to providing holistic solutions [18]. Technical aspects such as platform security, integration with analytics tools, and availability of technical support are also rated very well, with a percentage above 80%, reflecting the platform's readiness to support technical and analytical needs [27]. Regulatory compliance and positive impact on sales also received high ratings, with a percentage of 100%, indicating that the platform is effective in marketing and complies with applicable legal standards [28].

D. Social Media Marketing Technology Guidance



Fig. 1. Implementation of Social Media Marketing Technology Guidance

The results of the discussion of social media marketing technology guidance showed a significant increase in the understanding and skills of participants in managing marketing on social media. This training helps herbal MSMEs master effective strategies to create engaging content, use the right hashtags, and analyze performance metrics to increase engagement and sales. Participants learned the importance of branding and actively interacting with consumers through Instagram, Facebook, and TikTok platforms. This training provides theoretical knowledge and hands-on practice that allows participants to apply the techniques they have learned effectively. This tech guidance also emphasizes the importance of consistency in content posting and how to leverage the features of social media platforms for promotion. This training empowers MSMEs to optimize their digital marketing potential, expand market reach, and prepare for international expansion through social media.

E. Website Marketing Technology Guidance



Fig. 2. Implementation of Website Marketing Technology Guidance

The results of the website marketing technology guidance discussion showed that participants gained a deep understanding of the importance of a responsive and user-friendly website. This training helps herbal MSMEs improve the look and functionality of their websites, making them more attractive and accessible to users. Participants were taught about effective web design, intuitive navigation, and integrating e-commerce features to increase online sales. Additionally, this training provides insights into website performance analysis using tools such as Google Analytics, which allows MSMEs to monitor and evaluate their marketing strategies in real time. This technology guidance also emphasizes the importance of SEO (Search Engine Optimization) to improve website visibility on search engines, which can help MSMEs reach more potential customers. Overall, this training has succeeded in increasing the capacity of MSMEs to utilize websites as an effective digital marketing tool, expanding market reach, and preparing them for expansion into export markets.

F. Marketplace / E-Commerce Technology Guidance



Fig. 3. Implementation of Marketplace / E-Commerce Technology Guidance

The results of the discussion of Marketplace/E-Commerce technology guidance showed positive developments in the ability of participants to utilize e-commerce platforms. This training equips herbal MSMEs with knowledge of effectively using Tokopedia, Shopee, and Bukalapak marketplaces to increase sales. Participants learn about inventory management, product listing optimization, competitive pricing, and the use of promotional features provided by the platform. The training also emphasizes the importance of providing good customer service and responding quickly to questions or complaints, positively impacting reviews and ratings. In addition, participants were taught about effective marketing strategies in the marketplace, including the use of paid advertising and SEO techniques specific to e-commerce platforms. As a result, herbal MSMEs are more prepared and confident in using the marketplace as their primary sales channel to compete in the digital market and expand their domestic and international market reach.

G. International Technology Guidance SEO and Website Marketing Export



Fig. 4. Implementation of International Technology Guidance for SEO and Website Marketing Export

The results of the discussion of International Technology Guidance on SEO and Website Marketing Export show a significant increase in the readiness of herbal MSMEs to penetrate the international market. The training equips participants with knowledge of effective international SEO techniques, including global keyword selection, multilingual content optimization, and SEO analysis tools. Participants learned about the importance of an SEO-friendly website structure and how to optimize elements such as meta tags, headers, and URLs to attract international traffic.

In addition, the training also highlights the importance of understanding cultural differences and market preferences in different countries for marketing strategy adjustment. This technology guidance helps herbal MSMEs understand how to leverage Google Analytics and other SEO tools to monitor the performance of their websites globally, as well as adjust strategies based on the data obtained. Overall, this training successfully increased the capacity of MSMEs to utilize international SEO and website marketing techniques to expand their market reach to the global level, maximize export potential, and optimize their digital presence in the international market.

H. Digital Advertising Export Technology Guidance



Fig. 5. Implementation of Digital Advertising Export Technology Guidance

The results of the discussion on digital advertising export technology guidance showed an increase in the ability of participants to design and execute effective digital advertising campaigns for the international market. This training equips herbal MSMEs with knowledge of various digital advertising platforms, including Google Ads, Facebook Ads, and Instagram Ads, and how to take advantage of the advanced features offered by these platforms. Participants learn about the importance of market segmentation and proper audience targeting to achieve optimal results. They are also taught how to create engaging and relevant ad content and effective bidding strategies to maximize advertising budgets. In addition, the training highlights the importance of analyzing ad performance using analytics tools, which help MSMEs monitor the performance of their campaigns and make necessary adjustments to improve results. Overall, this technology guidance has successfully empowered herbal MSMEs to utilize digital advertising as an effective tool in expanding their market reach to a global level, increasing product visibility, and driving increased sales in export markets.

I. Networking Technology Guidanc



Fig. 6. Implementation of Networking Technology Guidance

The discussion results on networking technology guidance showed significant progress in the ability of participants to build international networks. This training helps herbal MSMEs understand the importance of networking with Trade Attachés (Atdag) in various countries to support their market expansion. Participants were taught how to effectively establish communication and cooperation with Atdag and take advantage of information and opportunities provided by trade representatives abroad. The training also provides insight into export procedures and regulations and how to use government support to access international markets. In addition, this technology guidance emphasizes the importance of building a strong and sustainable relationship with Atdag, including attending international trade events, exhibitions, and trade missions. Overall, this training succeeded in increasing the capacity of MSMEs to utilize global trade networks to expand their market reach, optimize export strategies, and increase the competitiveness of Madiun Regency herbal products in the international market.

IV. CONCLUSION

The community service "Digital Marketing Optimization Based on 9 Core of Marketing Strategies to Support Go-Digital Herbal MSMEs and Export Markets in Utilizing the Potential of the Madiun Regency Region," it can be concluded that the digital marketing strategy implemented has excellent potential to increase the competitiveness and sustainability of Herbal MSMEs in Madiun Regency. Based on the analysis and evaluation carried out, several key conclusions can be drawn: First, using 9 Core Marketing Strategies in digital marketing has been proven effective in increasing the visibility and accessibility of Herbal MSME products in the digital market. By leveraging a well-integrated digital platform, MSMEs can expand their markets locally and internationally, supporting business expansion and growth efforts. Second, applying technology and innovation in digital marketing strategies significantly contributes to Herbal MSMEs' productivity. Through data analytics and targeted content strategies, MSMEs can optimize their

marketing campaigns, improve operational efficiency, and respond to market needs more quickly and precisely. Third, the positive impact is limited to the individual level of MSMEs and strengthens their contribution to the regional economy. By developing local potentials, such as Madiun's typical herbal products, MSMEs create added value for their products, expand local employment, and increase community income.

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