



# Application of Digital Marketing in MSMEs Through Google Maps to Increase Revenue in Pematang Serai Village, Langkat Regency

## Penerapan Pemasaran Digital pada UMKM Melalui Google Maps untuk Meningkatkan Pendapatan di Desa Pematang Serai Kabupaten Langkat

Pipit Buana Sari<sup>1\*</sup>, Maya Macia Sari<sup>2</sup>, Yunita Sari Rioni<sup>3</sup>, and Julia Nuraisyah<sup>4</sup>

Published online: 1 Desember 2024

### ABSTRACT

This service aims to increase the income of MSMEs in Pematang Serai Village, Langkat Regency through the application of digital marketing by utilizing Google Maps. The methods used include socialization, training, and assistance in creating and optimizing Google Business profiles. The results of the activity showed an increase in awareness and skills of MSMEs actors in utilizing Google Maps for promotion. The visibility of MSMEs on digital platforms increases, facilitating access to information for potential customers, and facilitating interaction with customers. Although the increase in revenue still needs to be further evaluated, this activity has laid the foundation for MSMEs to thrive in the digital era. Continuous mentoring, development of a comprehensive digital marketing strategy, and collaboration with related parties are needed to optimize the impact of this activity.

Keywords: MSMEs, Digital Marketing, Google Maps, Google Business, Revenue, Village Pematang Serai

**Abstrak.** Layanan ini bertujuan untuk meningkatkan pendapatan UMKM di Desa Pematang Serai, Kabupaten Langkat melalui penerapan pemasaran digital dengan memanfaatkan Google Maps. Metode yang digunakan meliputi sosialisasi, pelatihan, dan pendampingan pembuatan serta pengoptimalan profil Google Business. Hasil kegiatan menunjukkan adanya peningkatan kesadaran dan keterampilan pelaku UMKM dalam memanfaatkan Google Maps untuk promosi. Visibilitas UMKM di platform digital meningkat, memudahkan akses informasi bagi calon konsumen, dan memudahkan interaksi dengan konsumen. Meskipun peningkatan pendapatan masih perlu dievaluasi lebih lanjut, kegiatan ini telah menjadi pondasi bagi UMKM untuk berkembang di era digital. Pendampingan berkelanjutan, pengembangan strategi pemasaran digital yang komprehensif, serta kolaborasi dengan pihak terkait sangat diperlukan untuk mengoptimalkan dampak kegiatan ini.

Kata kunci: UMKM, Pemasaran Digital, Google Maps, Google Business, Pendapatan, Desa Pematang Serai

### INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are one type of micro business that has an important role in improving and developing the regional economy. MSMEs also have unique markets and flexible management in responding to market changes. However, some weaknesses become inhibiting factors, such as limited human resources, limited marketing, low consumer confidence in product quality, and limited capital issues as well. MSMEs have several benefits, namely creating jobs, indirectly providing employment, so that the government is helped in reducing the unemployment rate (Syarifudin,

<sup>1-4</sup> Program Studi Manajemen, Universitas Pembangunan Panca Budi

\*) *corresponding author*

Pipit Buana Sari  
Program Studi Manajemen, Universitas Pembangunan Panca Budi, Indonesia

Email: [pipitbuana@dosen.pancabudi.ac.id](mailto:pipitbuana@dosen.pancabudi.ac.id)

Shodiqin, & Nase, 2023).

The development of the current digital era must be anticipated by MSMEs actors. One form of effort that must be carried out is to utilize information and communication technology to conduct promotions using social media. Currently, social media is the main source of needs for the community because it plays an important role in the business world, especially in the marketing sector and is a medium for disseminating information quickly. Various social media are very useful for consumers to get information. Social media is a digital tool that is very easy to use. Before businesses have a website, it is not uncommon to find, especially in the Indonesian market, that they have begun to enter the virtual world through social media (Sulaksono, 2020).

The service activity of Applying Digital Marketing to MSMEs Through Google Maps to Increase Revenue in Pematang Serai Village, Langkat Regency illustrates the challenges and opportunities faced by MSMEs players in the village in adopting digital technology. Pematang Serai Village, located in Langkat Regency, has great economic potential, especially from the MSMEs sector which includes various local businesses such as agriculture, handicrafts, and traditional food. However, most MSME players are still limited in utilizing digital technology to expand their markets and increase their income.

This activity focuses on the application of Google Maps as a simple yet effective digital marketing tool to strengthen the online presence of MSMEs players. By utilizing Google Maps, MSMEs can be more easily found by potential customers, both local and from outside the region. Before this activity began, many MSMEs in Pematang Serai Village had not been registered on Google Maps, so their business potential was not visible online. In addition, understanding of the importance of digital presence is still low, which hinders their ability to compete in today's digital era.

Through this community service program, training is provided to MSMEs players on how to register their business on Google Maps, manage business information online, and utilize the available features to attract more customers. This activity also helps MSMEs in increasing the visibility and attractiveness of their business by using photos, customer reviews, and easily accessible contact information. The long-term impact of this activity is expected to increase the income of MSMEs in the village through an increase in the number of customers, both those who come in person and those who order through online channels. The initial situation shows that although technology is available, there is still a gap in digital adoption among MSMEs players in Pematang Serai Village. This activity aims to bridge the gap by providing the necessary skills and encouraging them to take concrete steps in developing their business in the digital world.

## **RESEARCH DESIGN**

### **2.1 Method of Approach**

The approach method offered in community service activities regarding the Application of Digital Marketing to MSMEs through Google Maps to Increase Revenue in Pematang Serai Village, Langkat Regency. This approach aims to actively involve the village community in the entire process of community service activities, from planning, implementation, to evaluation. The following are some of the approach methods that can be used in this service activity:

Participatory Approach:

1. Holding regular meetings with MSME actors to listen to their aspirations, constraints, and expectations.

2. Form a working group consisting of representatives of MSMEs, village government, and other related parties to jointly design and implement the program.
3. Making the community an active subject in the development process, not just an object.

#### Inclusive Approach:

1. Ensure that the program is accessible to all MSME players, both those with high and low digital literacy.
2. Adjusting training and mentoring materials to the level of understanding of each MSME actor.
3. Pay special attention to MSMEs located in areas that are difficult to reach or have limited internet access.

#### Data-driven approach:

1. Conduct a comprehensive mapping of MSMEs in Pematang Serai Village, including product types, business scale, and level of digital literacy.
2. Collecting market data to identify trends, consumer preferences, and untapped market potential.
3. Using the collected data to design more effective and targeted programs.

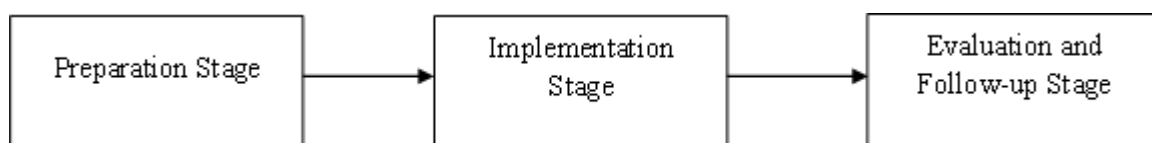
#### Technology-based approach:

1. Use various digital platforms, such as Google Workspace, to facilitate communication, collaboration, and data management.
2. Utilize mobile applications to facilitate access to information and services for MSME players.
3. Keeping abreast of the latest technological developments and adapting them in the service program.

#### Network-based approach:

1. Build partnerships with various related parties, such as local governments, non-governmental organizations, universities, and private companies.
2. Build networks among MSMEs for mutual support and knowledge sharing.
3. Using social media to expand outreach and promote the program.

The workflow of such approach methods can be described, as follows:



## 2.2 Working Procedure

The work procedure of this activity begins with the preparation stage which includes identification and mapping of MSMEs in Pematang Serai Village, coordination with the village government and community leaders to obtain support, preparation of a structured training program, and the formation of a solid implementation team. Next, the implementation stage includes program socialization to MSME players to introduce the benefits of digital marketing and Google Maps, intensive training on Google Bisnisku profile creation and optimization, periodic mentoring to assist MSMEs in applying the training materials, and periodic monitoring to observe progress and provide direction. Finally, the evaluation and follow-up stage includes evaluation of program results by looking at indicators such as increased customer visits and sales, reflection to identify program

shortcomings and strengths, preparation of a comprehensive final report, and follow-up planning to support program sustainability and ongoing empowerment of MSMEs.

### 2.3 Description of Partner Participation

Pematang Serai Village as the location for the implementation of the community service program has a very strategic and crucial role. The active participation of the village in this activity is not only as an object, but also as a subject who participates in designing, implementing, and evaluating the program.

1. The village acts as a provider of accurate data and information on MSMEs in its area, including the number, type of business, and market potential.
2. The village provides the necessary facilities and resources, such as meeting rooms, internet networks, and other logistical support.
3. The village plays a role in socializing the program to the community and inviting MSME actors to actively participate.
4. The village also plays a role in providing recommendations and input on the ongoing program, so that the program can be adjusted to the conditions and needs of the community.
5. Villages can serve as facilitators in building cooperation networks between MSMEs and other parties, such as cooperatives or farmer groups.

## RESULTS

### 3.1 Description of the Object of Service Activities

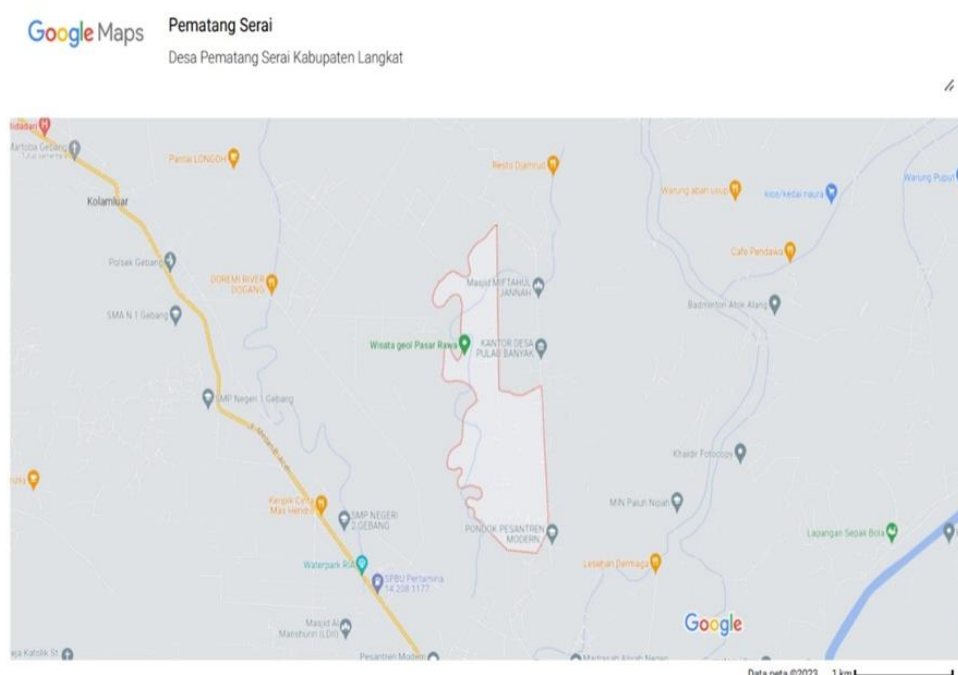
Pematang Serai Village, Tanjung Pura Sub-district, Langkat District has a variety of local resources and local wisdom that are potential in the development of creative industries. One significant local resource is traditional arts and crafts. The people of Pematang Serai Village have skills in weaving, weaving, and other handicrafts that are unique and valuable. By developing these skills through training and coaching, as well as promoting local handicraft products, these potential resources can be used as the basis for creative industry development. In addition, local wisdom related to culture and tradition is also an important resource. Pematang Serai Village has a rich cultural heritage, including dance, music, traditional ceremonies and folklore. The incorporation of cultural elements and traditions in creative products can be an attraction for tourists and consumers. By utilizing this local wisdom, the creative industry can create unique and high-value products.

In addition, natural and environmental potential is also a local resource that can be utilized. Pematang Serai Village has natural beauty that includes mountains, rivers, and biodiversity. This potential can be integrated into creative products, such as handicrafts made from nature, local food and beverage products, or culture-based nature tourism. Sustainable utilization of natural resources also needs to be considered in the development of creative industries to preserve the environment. By exploring and utilizing local resources and local wisdom in Pematang Serai Village, Tanjung Pura District, Langkat Regency, the development of creative industries can have a positive impact on improving the local economy, cultural preservation, and sustainable development.

### 3.2 Situation Analysis of the State of the Region

Analysis of the situation of the Pematang Serai Village area, Tanjung Pura District, Langkat Regency is as follows:

1. **Geographical Location** Pematang Serai Village is located in Tanjung Pura District, Langkat Regency. This village has fairly good access by being connected by main roads. The topography of the area is dominated by lowlands with a small portion of mountainous areas.
2. **Natural Resource Potential** The village has abundant natural resource potential, including fertile land for agriculture, rivers that can be utilized for agricultural and fishing purposes, and forests that can be used as a source of raw materials for creative industries.
3. **Population and Social Conditions**
4. The population in Pematang Serai Village tends to be stable. The majority of the population earns a living as farmers, fishermen, or craftsmen. The social condition of the community is relatively harmonious with the existence of mutual cooperation and togetherness in carrying out daily activities.
5. **Economic Potential**
6. The village's economic potential is related to the agriculture, fisheries, handicrafts, and tourism sectors. Agriculture includes food crops, plantations, and livestock. In fisheries, there is potential for the development of freshwater fish farming. Handicrafts such as weaving, wickerwork, and ceramics also have market potential. In addition, the potential for natural and cultural tourism is an attraction for the development of the tourism sector.
7. **Infrastructure**
8. Basic infrastructure in Pematang Serai Village needs to be considered, such as an adequate road network, clean water sources, evenly distributed electricity, and adequate education and health facilities. Improved infrastructure will facilitate accessibility and improve the quality of life of the community.
9. **Environmental Sustainability**
10. It is important to preserve the environment in Pematang Serai Village, especially in natural resource management, waste control, and reforestation. In developing the creative industry, it is necessary to pay attention to the principles of sustainability to protect nature and maintain the balance of the ecosystem.



**Figure 2. Map of Pematang Serai Village, Langkat District**

Community service activities with the theme Application of Digital Marketing to MSMEs through Google Maps to Increase Revenue in Pematang Serai Village, Langkat Regency have been successfully carried out with satisfactory results.

#### Socialization and Training:

1. MSME players in Pematang Serai Village have become more aware of the importance of utilizing digital platforms, especially Google Maps, to promote products and reach a wider market.
2. MSME players have been equipped with the knowledge and skills to create and optimize their Google Business profiles, including adding relevant information, product photos, and responding to customer reviews.

#### Utilization of Google Maps:

1. MSMEs in Pematang Serai Village are now more easily found by potential customers through searches on Google Maps and Google Search.
2. Potential customers can easily access important information about MSMEs, such as addresses, operating hours, phone numbers, and product photos.
3. MSME players can interact with customers through reviews and Q&A features on Google Maps.

#### Impact on Revenue:

1. Several MSME players reported an increase in sales after implementing digital marketing through Google Maps.
2. MSMEs can reach customers from outside the village and even outside the district, which was previously difficult to reach with conventional marketing methods.



Figure 3. Participants of Service Activities Pematang Serai Village, Langkat Regency

## DISCUSSION

This community service activity provides positive results in an effort to increase understanding and application of digital marketing to MSMEs in Pematang Serai Village. Through socialization

and training, there is an increase in the awareness of MSME actors of the importance of utilizing digital platforms such as Google Maps to promote community businesses. The community of MSME players has also been equipped with basic skills in creating and optimizing Google Business profiles, which is a crucial first step in digital marketing.

The utilization of Google Maps provides several benefits for MSMEs in Pematang Serai Village, including:

1. The increased visibility of MSMEs on digital platforms makes it easier for potential customers to find and know the existence of MSME actors.
2. Easy access to information allows potential customers to obtain complete information about MSMEs, such as addresses, operating hours, and products offered, thus facilitating the purchasing decision-making process.
3. Interaction with customers through reviews and question and answer features can increase customer trust and loyalty.

Although the increase in revenue still needs to be further evaluated in the long term, several MSME players have reported an increase in sales after implementing digital marketing through Google Maps. This shows that this service activity has the potential to have a positive impact on the economic growth of MSMEs in Pematang Serai Village.

Keep in mind that the use of Google Maps is only one aspect of digital marketing. To optimize its impact, MSME players need to be encouraged to develop a more comprehensive digital marketing strategy, including the use of social media, websites, and e-commerce. Continuous assistance and cooperation with related parties are also needed to ensure the sustainability and success of MSMEs in utilizing digital technology to develop MSME businesses.

## CONCLUSIONS

Community service activities for the Application of Digital Marketing to MSMEs through Google Maps to Increase Revenue in Pematang Serai Village, Langkat Regency have provided positive results. Socialization and training succeeded in increasing the awareness and skills of MSME actors in utilizing Google Maps for promotion. The visibility of MSMEs on digital platforms increased, facilitating access to information for potential customers, and facilitating interaction with customers. Although the increase in revenue still needs to be further evaluated, this activity has laid the foundation for MSMEs to thrive in the digital era.

## REFERENCES

- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson Education.
- Febrian, R., Nisa, F. L., & Utami, A. F. (2024). Implementasi Google Maps Sebagai Digital Marketing Dalam Efektivitas Penjualan UMKM Nasabah BTPN Syariah Kecamatan Bantur. *Jurnal Ilmiah Wawasan Pendidikan*.
- Google My Business Help. (n.d.). Diakses dari <https://support.google.com/business/>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

- Kusumawati, A. (2022). Salah Satu Strategi Pemasaran yang Berkembang Pesat Saat Ini adalah Digital Marketing yang Menggunakan Media Digital dan Internet untuk Mempromosikan Produk. *Jurnal Ilmiah Manajemen dan Bisnis*, 12(1), 1-10.
- Laksmi Diana, J. A. (2022). Pedampingan Pemanfaatan Digital Marketing Melalui Google Business pada UMKM Kelurahan Kertajaya. *Jurnal Abdimas Patikala*, 442-447.
- Nusantara, T. (2021). Tujuan Pemasaran Digital adalah untuk Membuat Calon Pembeli Lebih Tertarik dengan Produk yang Ditawarkan. *Jurnal Bisnis dan Manajemen*, 8(2), 120-135.
- Sari, M. M., Yanti, E. D., & Doni, R. R. (2023, November). Pengembangan Potensi Ekonomi Masyarakat Desa Kwala Serapuh: Pendekatan Berbasis Pemberdayaan Ekonomi. In *Journal of Social Responsibility Projects by Higher Education Forum* (Vol. 4, No. 2, pp. 108-116).
- Tjiptono, F. (2016). *Strategi Pemasaran* (4th ed.). Andi Offset.
- The Connected Consumer Survey 2023. (2023). Deloitte.
- Wati, A. (2020). Digital Marketing dalam Pengembangan Usaha Mikro, Kecil, dan Menengah. *Kinerja*, 19(1), 170-182.
- Yuniarti dkk. (2022). Pemanfaatan social media Dapat Memberikan Peluang Besar bagi Pelaku UMKM untuk Mempromosikan Produk yang Dijual Secara Online. *Jurnal Pengabdian kepada Masyarakat*, 11(2), 89–93.