

EVALUASI DAMPAK KEBIJAKAN PELATIHAN PEMASARAN DIGITAL BAGI PELAKU USAHA MIKRO KECIL, DAN MENENGAH (UMKM) DAERAH KOTA TANJUNGPINANG

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ABSTRAK

Penelitian ini mengevaluasi dampak kebijakan pelatihan pemasaran digital bagi Usaha Mikro, Kecil, dan Menengah (UMKM) di Kota Tanjungpinang. Tujuan utamanya adalah untuk menganalisis sejauh mana program pelatihan ini meningkatkan kapasitas digital, mendorong adopsi marketplace, dan berkontribusi pada peningkatan kinerja usaha UMKM. Penelitian ini menggunakan pendekatan kualitatif dengan metode pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Analisis data dilakukan dengan perangkat lunak NVivo, meliputi reduksi data, penyajian data, dan penarikan Kesimpulan. Hasil penelitian menunjukkan bahwa pelatihan pemasaran digital telah memberikan dampak positif yang signifikan. Peserta mengalami peningkatan pengetahuan dan keterampilan digital, seperti penggunaan media sosial, aplikasi desain grafis, dan marketplace untuk promosi dan penjualan. Terjadi perubahan perilaku, di mana UMKM mulai aktif memanfaatkan platform digital dan menerapkan strategi pemasaran digital secara lebih terstruktur. Dampak ekonomi yang teridentifikasi meliputi perluasan jangkauan pasar, peningkatan jumlah pelanggan, dan kenaikan omzet penjualan. Namun, efektivitas program belum optimal secara merata karena adanya kendala seperti keterbatasan durasi pelatihan, kurangnya pendampingan pasca-pelatihan, masih kurangnya informasi yang belum merata, Dan Rekomendasi meliputi perlunya perluasan jangkauan program, peningkatan intensitas pelatihan, dan penguatan sistem pendampingan berkelanjutan untuk memaksimalkan dampak positif bagi UMKM di Kota Tanjungpinang.

Kata Kunci: Pelatihan Pemasaran Digital, UMKM, Evaluasi Kebijakan, Dampak Ekonomi, Perubahan Perilaku, Kota Tanjungpinang.

IMPACT EVALUATION OF THE DIGITAL MARKETING TRAINING POLICY FOR MICRO, SMALL, AND MEDIUM SIZED ENTERPRISES (MSMEs) IN TANJUNGPINANG CITY

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ABSTRACT

This study evaluates the impact of digital marketing training policies on Micro, Small, and Medium Enterprises (MSMEs) in Tanjungpinang City. Its primary objective is to analyze the extent to which these training programs enhance digital capacity, encourage the adoption of online marketplaces, and contribute to improved business performance among MSMEs. This study employs a qualitative approach, with data collected through observation, in-depth interviews, and documentation. Data analysis was conducted using NVivo software, encompassing data reduction, data presentation, and drawing conclusions. The results indicate that digital marketing training has had a significant positive impact. Participants saw an increase in their digital knowledge and skills, such as the use of social media, graphic design applications, and online marketplaces for promotion and sales. A shift in behavior occurred, as MSMEs began actively utilizing digital platforms and implementing digital marketing strategies in a more structured manner. The identified economic impacts include expanded market reach, an increase in the number of customers, and higher sales revenue. However, the program's effectiveness has not been uniformly optimal due to constraints such as limited training duration, a lack of post-training mentoring, and the continued uneven distribution of information. Recommendations include the need to expand the program's reach, increase the intensity of training, and strengthen the system of ongoing mentoring to maximize the positive impact on MSMEs in Tanjungpinang City.

Keywords: *Digital Marketing Training, SMEs, Policy Evaluation, Economic Impact, Behavioral Change, Tanjungpinang City.*