

## Digital Marketing Dissemination of Health Supplement Products at SNS21 Inc

Muhammad Ibnu Aqil <sup>a,1</sup>, Salsa Maulidya Rahmi <sup>a,2</sup>, Septiana Budi Rahayu <sup>a,3</sup>, Dhanar Intan Surya Saputra <sup>b,4,\*</sup>, Riyanto <sup>b,5</sup>

<sup>a</sup> Zakat and Waqf Management, Faculty of Islamic Economics and Business, UIN Prof. K.H. Saifuddin Zuhri Purwokerto, Indonesia

<sup>b</sup> Department of Informatics, Faculty of Computer Science, Universitas Amikom Purwokerto, Indonesia

<sup>1</sup> [punyanyaq12@gmail.com](mailto:punyanyaq12@gmail.com); <sup>2</sup> [salsamaulidyaarahmi@gmail.com](mailto:salsamaulidyaarahmi@gmail.com); <sup>3</sup> [septianabudir@gmail.com](mailto:septianabudir@gmail.com); <sup>4</sup> [ghanarsaputra@amikompurwokerto.ac.id](mailto:ghanarsaputra@amikompurwokerto.ac.id); <sup>5</sup> [riyanto@amikompurwokerto.ac.id](mailto:riyanto@amikompurwokerto.ac.id)

\* Corresponding Author

### ABSTRACT

Digital Marketing is one of the marketing media trends that has many enthusiasts, including the public, supporting various buying and selling activities that are carried out. Gradually, people are starting to switch from conventional marketing models to modern marketing, namely digital marketing. With Digital Marketing, communication, and transactions can be carried out at any time, covering large areas and various corners of the world. In this digital era, the number of social media users, both chat-based and application-based, is increasing day by day. This is an opportunity for entrepreneurs to expand their market by using smartphones. PT. Sukses Nusantara Sakti 21 (SNS21 Inc.) is an international-scale company engaged in the general trading of health supplement products. SNS21 Inc.'s partner problems, namely the inability to use the WhatsApp Business feature. In this case, the implementation of this activity uses the direct training method with a seminar approach. The results will provide motivation and training in using WhatsApp Business through mentors who are experienced in digital communication so that they can help promote SNS21 Inc partner products. The result of a series of activities shows that partners can build digital branding and marketing and increase sales of health supplement products.

### KEYWORDS

Digital Marketing;  
Digital Era;  
Health Supplement Products;  
WhatsApp Business;  
Digital Branding



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### 1. Introduction

Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia have graphed increasing every year until 2021-2022, reaching 210.03 million people out of a total population of 272.68 million people. This development has an impact on various sectors of life. One is the economic sector, with the rise of buying and selling activities switching from traditional to online via the Internet [1]. APJII data shows that 83.3% of internet users in Indonesia from among MSMEs use the Internet as a media platform for buying and selling goods and services or making transactions [2]. In addition, 79% of internet users transact through online shops, social media, e-commerce, and marketplaces.

The progress of the Internet requires online business people to keep abreast of the digital age creatively and innovatively so that they can continue to survive and develop their businesses because, in the digital era, there has been a change in consumer behavior which has begun to leave conventional media and use the Internet such as eCommerce, marketplaces and social media to get various information [3]. Especially with the COVID-19 Pandemic some time ago, causing some activities to change entirely and increased internet usage [4]–[6]. The rapid development of technology and the Internet has brought enormous changes to humans, including lifestyle changes in various aspects such as teaching and learning activities, work, buying and selling, and even worship [7].

Digital marketing emerged with the development of internet technology, which can connect various timelines without any physical boundaries [8]–[11]. Its interactions can form user networks that give an interactive impression without barriers [12], [13]. The Internet is a means of marketing communication that allows users to exchange value [14]–[17]. The community is starting to switch from conventional or

traditional marketing models to modern marketing, namely digital marketing [13], [17]–[21]. With digital marketing, communication, and transactions can be done anytime and reach all corners of the world [22]–[25]. In information technology, social media users, both chat-based and application-based, are increasing day by day and can open up opportunities for household businesses and entrepreneurs to expand their market by using smartphones [26]–[28].

There is a primary point of the benefits of digital marketing, namely promotion or marketing of a product when using digital marketing will not cost a fortune, meaning that at a low cost, you can market your product to the general public and can reach a broader range of prospective buyers compared to conventional marketing [29]–[33]. The advantage of digital marketing is that the information presented to consumers or buyers will be more complete than traditional advertising, such as print, television, and radio [34], [35]. Overall digital marketing can help expand the business [13], [36], [37].

Company PT. Sukses Nusantara Sakti 21 (SNS21 Inc.) is an international scale company engaged in general trading with products in active health supplements with the support of distributors in almost all of Indonesia. They are supported by the Information Technology-based SNS-21 Support System Network, which provides quality training so that distributors and partners will become quality independent entrepreneurs in terms of vision and mission. SNS-21 Inc. Products include Provit Milk, BCA1 Coffee, White Tea Plus Trica, Glucovit, and More Soap, quality products developed and produced hygienically.

SNS21 Inc. partner problems are often encountered in running a business, including marketing products sold, namely not optimally using the WhatsApp Business application. Therefore, training and implementing digital marketing through the WhatsApp business feature needs to be implemented by partners to expand the sales network and increase turnover so that the level of prosperity for partners will increase. The purpose of this training is to support entrepreneurs who are partners of SNS21 Inc. always to be motivated, creative, and innovative in marketing their products using current information technology, one of which is the WhatsApp Business media. The benefit is to reach a broad market because today's consumers have switched to online stores and made the means of Digital Branding.

## 2. Method

The implementation method used is training and direct assistance with a seminar approach aimed at the subject and object of developing community service to Partners SNS21 Inc., which is carried out directly. Held on Sunday, February 04, 2023, from 12.30 - 16.00 at the Kolopaking Kebumen Hotel, Mr. H. Syamsuddin Umar was attended by 80 participants.

The first stage is observed, which determines the core problems found in SNS21 Inc. partners, followed by the second stage, namely choosing the material and what is needed to implement digital training, namely using WhatsApp Business and a website for marketing facilities SNS21 Inc products. The third stage is the existence of the WhatsApp Business media and website. It is hoped that the partners of SNS21 Inc. can apply and maximize marketing potential through digital media WhatsApp business and website.

## 3. Results and Discussion

Implementation of the SNS21 Inc. Partner Service Program. in the form of digital marketing strategy management seminars using the WhatsApp Business instant application, which is carried out directly. Figure 1 shows posters of training activities distributed to partners. Then provide solutions for managing customer data through the WhatsApp Business instant messaging feature application, thus increasing awareness of SNS21 Inc partners. to maintain relationships with consumers and follow up with skills to maintain customer loyalty.

This is a form of low public awareness in understanding the role of digital applications that can support the operations and marketing of a business so that it can become better, more effective, efficient, and professional. This condition made the SNS21 Inc. team. The Support System considers finding the right way to manage the relationship between sellers and consumers through skills to maintain customer loyalty, to provide tangible benefits for the community in marketing and maximizing sales.



**Fig. 1.** Posters of Training Activities

Based on the results of observations and seminars that have been held, technological developments require partners to adapt, especially in the promotion and marketing process. The digital promotion and marketing process by utilizing social media, social chat, websites, and other platforms makes it easier for SNS21 Inc. partners to attract and interact directly with consumers. The main focus of this training is optimizing the use of WhatsApp Business.

WhatsApp Business is a chat application specifically for business owners. In 2018, WhatsApp released the application and received enthusiasm from the Indonesian people. WhatsApp Business can be an alternative to business-specific chat applications useful for business owners, especially online businesses. This application helps many prospective buyers to communicate with sellers, and they can ask questions before buying an item. WhatsApp Business is also the right choice to use. Because in Indonesia, there are already many people who use WhatsApp. So, business people don't need to ask potential buyers to install WhatsApp only for communication purposes. WhatsApp Business is an application specifically designed for business owners that can be downloaded for free.

WhatsApp is specifically made for small business owners, such as Small and Medium Enterprises (SMEs), which can also be used for SNS21 Inc. partners. WhatsApp Business provides features that make it easier and faster for business owners to communicate with customers. Business owners can reply to messages automatically, sort messages, and answer customer questions quickly. In addition, the advantage is that business owners can download WhatsApp Business on the Android and IOS operating systems. Since it was first launched, Indonesia can be proud because it is the first Asian country to be able to use this application. They are followed by other countries such as Italy, Mexico, Great Britain, and the United States.

Through WhatsApp Business Socialization and training provides other insights for partners. Optimizing the use of WhatsApp Business features at the right time, creating exciting content in carrying out marketing that needs to be held, and providing a content bank to make it easier for partners. More than that, in terms of unique product offerings to consumers, it must also be conveyed in offers through any platform to bring out marketing highlights.



**Fig. 2.** Implementation of Training Activities

Training from SNS21 Inc. The partners' support system begins with the material "Optimizing the Use of WhatsApp Business Features," delivered by Mr. H. Syamsuddin Umar, attended by 80 participants at the Kolopaking Hotel in Kebumen. The training is done with hands-on practice, guidance, and assistance, Figure 2. The name for the account on WhatsApp Business is the business's original name, with a clear profile photo. After the profile is changed, the next step is using the features provided by WhatsApp Business, making a catalog with photos of products, prices, the benefits of products being marketed, and setting shop opening hours.

The quick reply feature is beneficial when someone asks questions regarding the product requested. Users can type "/", and then see the answer settings needed to answer consumer messages. This feature will automatically message when it has been set. When someone sends a message to WhatsApp Business, we will greet them automatically and can answer when the question follows what has been established.

#### **4. Conclusion**

After the activity was completed, it was proven that partners could follow, study, master, and apply Digital Marketing to increase sales optimization and build Digital Branding. Mastering digital marketing, especially WhatsApp Business, is one of the skills that partners or entrepreneurs need to hone. Almost smartphone users in Indonesia use, or own WhatsApp, so the potential for promotion and capturing consumers is very wide open. Promotion through WhatsApp Business is a relatively easy Digital Marketing method and can be done by partners with any educational background because it only requires persistence in its use. There needs to be producing content to support promotions via WhatsApp Business, so to make it easier for partners, SNS21 Inc. has provided product content through the Support System. There needs to be exciting content to continue to captivate consumers and potential customers. Of course, the content must look at digital marketing goals or objectives, including gender or age..

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#### **Author Contribution**

The contribution of this community service is to provide training to Inc's partners. This community service uses training methods and direct activities. The Author's Contribution is divided into several tasks, namely training coordinator, presenter, and moderator, and documenting activities to writing articles for publication in Journals. The result of this service activity is that Inc partners can apply Digital marketing to increase their business potential.

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#### **Conflict of Interest**

The authors declare no conflict of interest.

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