



Digital Marketing Training through Copywriting Techniques And SEO for Social Forestry Business Groups Bungo Residential Office

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ABSTRACT

In today's technological era, digital marketing is one of the keys to running a successful business. Digital marketing implementation includes scriptwriting techniques and search engine optimization (SEO). Through the implementation of this activity, forestry business groups will be trained to know, understand, and apply information technology for digital marketing activities. Based on initial interviews with the management partners of the business group, several key issues in marketing their business were identified. First, digital marketing insights; second, techniques to increase online sales; third, improving product reputation; and fourth, improving product quality, packaging, and presentation. The training will explain digital marketing and teach two digital marketing techniques: copywriting and SEO, depending on the needs of the participants. The stages of implementing this community service are, first, learning digital marketing skills, second, understanding copywriting, and third, practicing the application of SEO to the participants' businesses. The training includes lectures, exercises, discussions and practical exercises. The results of the activity will be evaluated through a question and answer session with participants. From the results of this activity, it is hoped that the participants of the business group will start applying search engine optimization techniques in running their businesses.

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A. INTRODUCTION

The increasing use of e-commerce websites brings problems on the one hand, but also advantages on the other, especially in terms of marketing competition among small and medium-sized businesses (Bouwman et al., 2018). Therefore, today's businesses need to implement digital marketing more effectively and content creation plays a vital role in supporting product sales. This situation can be overcome through copywriting techniques and search engine optimization (SEO) (Eti & Bari, 2020). Finding a product among thousands of similar products offered by potential customers requires certain efforts and techniques. These efforts require sophistication and creativity from business group actors (sellers). Sellers



need to apply efficient and effective marketing techniques to win the competition among themselves. One technique that can be applied is the application of SEO techniques that are aligned with copywriting techniques in order to create interesting content (content creation) so that it is easy for customers to find (Suhayati, 2024)(Isbandi et al., 2023).

According to (Supriatna et al., 2022), search engines have become the primary tool for customers in finding information. However, because the information offered is so large, it allows information seekers (buyers) to only be interested in the top list of search results. A product needs to appear at the top of the search engine results page (SERP) according to the keywords entered so that it is easily visible and can be selected by buyers. Product information that buyers successfully find should contain interesting sentences that are not common so that they stick in the minds of buyers and even hypnotize them to always remember the product and buy it. Of course, what is most expected by sellers is that buyers buy the product and convert it into a transaction.

The partners in this activity are social forestry business groups in the Bungo area, totaling 32 business groups. Based on interviews that include the process of exploring and deepening information on business group actors and representatives, several main problems in their business marketing were identified, namely 1) insight into digital marketing, 2) Techniques for increasing sales online, 3) increasing product reputation, and 4) improving the quality of product packaging and presentation.

In general, there are three categories of problems faced by entrepreneurs, namely:

- 1) *Knowledge and information category* covers two main types of problems, namely Ambiguity (in which direction the business should move) and idea generation (where to start and how to form an idea),
- 2) The business management category includes three main types of problems, namely finances and resources, finding clients/networking (lack of clients and small contact networks), and growing the business (increasing the scale of the business), as well as
- 3) The personal challenges and development category includes two main types of problems, namely rejection or failure (having to face failure and rejection) and transition points (transitions to new ideas, businesses or phases)(Supriatna et al., 2022)

The problems faced by these business groups are not much different from the general problems identified by (Sintha Erika Putri & Budi Prabowo, 2023) Therefore, the solutions offered in activities to solve problems include the following:

1. Partners need to understand digital marketing insights. This training will provide you with information about digital marketing, which plays an important role for today's corporate group actors. Through this understanding, participants must at least be able to reduce the problems of ambiguity, ideas, business growth, and transition points. This insight was obtained by the PKM team through literature research on digital marketing and the importance of digital marketing components with a focus on copywriting and SEO. Online sales increase techniques can increase revenue and reduce finances and resources problems. This training offers the application of SEO techniques that are aligned with copywriting techniques in packaging information to answer the increase in online sales of the business group.
2. Partners need to improve product reputation. Product reputation ensures that buyers will always remember and want to look for the products offered. The application of SEO techniques at least pays attention to the existence of the products offered, makes buyers



aware of the brand, attracts buyers through information contained in the product, and provides product information so that it is easy for buyers to find. products. The goal is to spread information. Use copywriting techniques. This prerequisite can solve the problem of customer acquisition/network and rejection/failure.

Partners need to improve the quality of product packaging and presentation. It is not uncommon for product packaging and presentation to be a weakness for business groups. However, through the design and writing of information packaged and presented in the product through copywriting techniques, it can reduce the main problems related to rejection or failure.

B. METHODS

Referring to the profile of partner participants who have varying levels of technological and digital literacy, the training and materials are designed for participants to have certain technological knowledge and digitalization capabilities.(Susanti, 2020). Participants are expected to be able to increase their insight, technological skills, and sharpen their knowledge. General knowledge innovations can be obtained through available literature, both print media and electronic media (online) (Prihanto, 2020). However, by looking at the profile of the business group actors, an appropriate learning method or delivery of training materials is needed (Wijoyo et al., 2021).

The training delivery method uses one of the methods presented by Sarabdeen (2013)(Abdurrahman et al., 2020). The learning delivery method consists of several styles, namely converger, diverger, assimilator, and accommodator. On the training occasion, the accommodator learning style was chosen. The accommodator learning style is a style where learners have characteristics that tend to use their concrete experiences, conduct active experiments and do something (Choirina et al., 2022) (Hidayat et al., 2021). This training also applies one of the delivery models presented by (Supriatna et al., 2022)(Syifa et al., 2021), namely the testing training delivery model. This testing delivery model uses computer-based simulations and forms online working groups. The learning process itself is facilitated by theorists, theorist facilitators as a technique for delivering activities to participants by providing time to think about how to apply learning in reality, case studies, problem solving, and discussions.

C. RESULTS AND DISCUSSION

The implementation of this training was attended by 32 forestry business groups in the Bungo UPTD Region which was carried out for 3 (three days). In each session presented by the speaker, participants were guided and led according to the stages that were listed in the training module. If there are participants who have difficulty following the stages, they will be directly assisted by the instructors so that they remain in accordance with the stages being discussed.

The training involved the enthusiasm of participants with diverse interests. This condition can be seen from the activeness of the participants in the training, practice, and the many questions asked in each session of material delivery and in the special question and answer session. Each session was guided by speakers consisting of students and a combination of resource persons from IAKSS Muara Bungo lecturers who were experienced in the training theme. In addition to following the instructions and guidance of the speakers,

the participants were also supported by training modules that had been distributed one week before the implementation.

Table 1. Training Implementation Agenda

No.	Date	Training	Speaker
1	May, 3, 2025	Understanding Digital Marketing & Copywriting	1. Dr. Nanik Istianingsih, SE, ME 2. Ariyanto M, S.E., M.Si
2	May, 4, 2025	Search Engine Optimization (SEO) theory and practice	Dr. Nanik Istianingsih, SE, ME
3	May, 5, 2025	Account Registration, Design, Implementation, Website Maintenance	1. Rianto 2. Dr. Nanik Istianingsih, SE, ME



Figure 1. Photo of PKM Activities

The training attended by 32 business groups presented instructors who enthusiastically shared their knowledge and expertise in several sessions, helping participants understand the learning process efficiently and effectively. With the support of training modules, participants were enthusiastic about following the instructor's instructions, listening, implementing directly, and actively answering various questions. This training aims to solve the main problems of participants by:

1. Deepen your understanding of digital marketing. The speaker conveys the meaning, classification and examples of its application.
2. Increase online sales. The speaker details one method of implementing SEO techniques to increase sales, from planning, analysis, design and implementation to the importance of maintaining content that includes popular keywords. This is done to improve your ranking in the Search Engine Results Pages (SERPs) so that you can convert them into sales transactions.
3. Increase the reputation of partner products. The speaker pointed out that the more often information seekers (customers) are exposed to information about a product, the greater the brand/product awareness among consumers.



Improving the quality of product packaging and presentation. The speaker explained the application of copywriting techniques. This strategy has succeeded in attracting and helping buyers remember products that are packaged with interesting phrases and information.

D. CONCLUSION

This community service activity has been successfully implemented. This success can be seen from several positive impacts of the activity, including increasing knowledge and skills of partners in using digital marketing, especially copywriting and SEO. Partners have also fully participated in participating in this community service activity from the beginning of observation to the evaluation stage of the service. In addition to these activities, proposals for improving skills also need to be continued. In this case, partners still need further training in creating marketing content and improving technological skills in using other digital marketing.

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F.AUTHOR CONTRIBUTIONS

Contributions of all team members to the community engagement activities and the article writing process were 1) Activity implementation: NI, Rt 2) Article preparation: NI, AM, ZI, DJ 3) Impact analysis: NI,AM,ZI,DJ, 4) Results presentation: NI, Rt. 5) Article revision: NI, AM, ZI, DJ

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