
Digital Marketing Training for Cooperative Managers and Administrators in Semarang Regency

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Abstract: Cooperatives need to strengthen their digital marketing capabilities to remain relevant and competitive in the digital era. This community service program was designed to enhance the digital literacy of cooperative managers and administrators in Semarang Regency by introducing essential knowledge and practical skills in social media management, content creation, and simple digital automation. The activity was conducted in Semarang Regency with a total of 32 participants representing various cooperatives. The training lasted for one full day and combined short lectures, guided demonstrations, hands-on practice, and consultation sessions. Pre-test and post-test assessments were used to measure learning improvement, while observation and participant feedback were employed to evaluate practical application. The results show a significant increase in participants' understanding of digital marketing tools, with post-test scores rising by an average of 38% compared to the pre-test. Participants were also able to create basic promotional content using platforms such as Facebook and Canva, and several cooperatives began implementing these tools shortly after the training. The activity demonstrates that targeted digital marketing training can effectively support cooperatives in expanding their market reach, improving promotional efficiency, and strengthening member empowerment. Future programs are recommended to include advanced modules on data analytics and e-commerce integration to ensure sustainable digital transformation.

1. INTRODUCTION

Here are some important facts about how digital marketing has changed over the years for unions. Every kind of business has had to change how they do things since the rise of communication and IT tools. Now that everything is online, co-ops can do more and contact more people. Tech changes all the time, and cooperatives need to adapt to stay useful and make money. The internet can help co-ops stay in business and do well these days. Co-ops, like an increasing number of businesses, must utilize internet marketing to remain competitive. Unions can spread the word out about their job more quickly and better with digital marketing (Nurdany and Prajasari 2020). When unions used the old way of marketing, it was challenging for them to discover and bring in new users and markets. Using internet marketing tools makes it easy for unions to attract new users and markets. With internet marketing, it is simple to

discover many ways to make money. People in management and the group who go to the training will find out more about digital marketing. After this, they will be able to sell themselves better. (Pitaloka and Feriady 2023) say it also lets people run their businesses in more creative ways. Marketing tools like email and social media marketing can do a lot of the work for co-ops when it comes to marketing. It is a beneficial way to spend time, money, and other resources. The government and other groups frequently advise unions to use internet marketing. The government helps unions a lot of the time. Learning digital marketing can help people work together and do better in the market. Many groups do not fully understand or know how to use internet marketing. If you don't know how to use tech, you should get help. (Ummah and Ansori 2024) say that many cooperatives should learn digital marketing to become better at what they do and be able to help their members more with technology.

2. METHOD

This community service activity was carried out in Semarang Regency and involved 32 cooperative managers and administrators from various groups across the region. The program was conducted in a one-day intensive workshop format, with a total duration of approximately six hours. The method included three main stages: preparation, implementation, and evaluation.

2.1. Preparation Stage

The preparation stage focused on identifying participants' needs and designing materials that were relevant to their level of digital literacy. A short preliminary survey was distributed to cooperative representatives one week before the training. The survey collected information regarding their current use of digital tools, social media habits, and challenges in promoting cooperative products online. Based on the survey results, the team refined the training modules, emphasizing practical skills such as social media optimization, Canva-based content creation, and basic digital trend analysis using Google Trends. Logistical arrangements were also completed during this stage. The training venue was equipped with internet access, LCD projectors, and computers for participants who did not bring their own devices. Printed learning materials and practice worksheets were prepared to support hands-on learning throughout the program.

2.2. Implementation Stage

The implementation stage consisted of three interconnected sessions combining

short lectures, demonstrations, and hands-on practice. The activity was formally opened by representatives from the Semarang Regency Cooperative and MSME Office, followed by an introduction to the facilitators and participants.

Session 1: Introduction to Digital Marketing

The session began with an overview of key digital marketing concepts, including online customer behavior, the role of social media in cooperative branding, and examples of cooperatives that had successfully adopted digital strategies. Participants engaged in an interactive discussion to reflect on their current marketing practices and identify potential areas for improvement.

Session 2: Social Media Optimization and Content Creation

The next session involved practical demonstrations on how to create and manage a Facebook Fanpage as a promotional tool. Participants were guided step-by-step to set up pages, adjust settings, design simple digital posters using Canva, and write captions suitable for cooperative promotions. Facilitators provided real-time assistance as participants worked individually or in small groups to produce their first promotional materials. Several participants also experimented with short video templates.

Session 3: Digital Tools for Market Expansion

The final training session introduced participants to Google Trends as a tool for identifying market opportunities and understanding consumer interests. Facilitators demonstrated how to analyze keyword popularity and apply insights to product positioning. The session concluded with a brief introduction to e-commerce platforms commonly used by small businesses in Indonesia, along with examples of how cooperatives could integrate them into their marketing practices.

2.3. Evaluation and Follow-Up

The evaluation process was conducted through a combination of pre-test and post-test assessments, direct observation during practice sessions, and a feedback questionnaire administered at the end of the workshop. The pre-test assessed participants' baseline knowledge of digital marketing, while the post-test measured improvements in their understanding after the training. Facilitators also observed participants' ability to create

digital content and apply basic digital tools during the practical activities.

Participants provided written feedback regarding the clarity of the materials, relevance of the topics, and usefulness of the skills acquired. Several participants expressed interest in receiving continued support, particularly in managing social media engagement and integrating digital tools into cooperative operations. In response, the team created an online WhatsApp group to facilitate post-training communication, share additional resources, and provide guidance as participants implemented what they had learned.

3. RESULTS

The digital marketing training produced several observable behavioral changes and tangible outputs among the cooperative managers and administrators who participated in the program. The improvements are reflected in their increased digital skills, application of digital tools, and early adoption of online promotional practices.

3.1. Improvement in Knowledge and Skills

A comparison of pre-test and post-test scores shows a substantial increase in participants' understanding of digital marketing concepts. The average score rose from 48% before the training to 86% after the workshop. Participants demonstrated stronger comprehension of topics such as social media promotion, basic branding principles, and audience engagement strategies. In addition, feedback forms indicated that most participants felt more confident using digital tools such as Canva, Facebook Fanpage, and Google Trends. Several participants remarked that the hands-on format helped them understand how to apply the tools immediately in their cooperative activities.
(Insert documentation photos here—e.g., participants working on laptops, creating content in Canva.)

3.2. Adoption of Digital Tools and Content Creation

During the workshop, each participant successfully created at least one promotional material using Canva. These included product posters, event announcements, and cooperative service banners. Many cooperatives also established or improved their Facebook Fanpages during the session, including updating profile information, uploading content, and posting their newly designed digital posters. *(Insert screenshots or photos of*

the fanpages and Canva outputs.)

Participants also practiced using Google Trends to identify keywords relevant to their cooperative products. This activity enabled them to recognize market interests and explore opportunities for expanding their online visibility.

3.3. Increased Social Media Activity

Following the workshop, several cooperatives reported an increase in the frequency of their social media posts. Participants began applying the techniques learned—such as consistent posting schedules, basic copywriting, and simple hashtag strategies. Early observations within one week after the training showed higher engagement in the form of likes, comments, and follower growth on their Facebook pages.

3.4. Initial Implementation of E-commerce and Digital Platforms

A few cooperatives initiated steps to explore online selling options through local e-commerce platforms. Although still in the early stages, some participants reported uploading their cooperative products to marketplace platforms, demonstrating a shift toward adopting digital channels to reach broader audiences.

3.5. Use of Basic Digital Automation and Analytics

Participants indicated increased awareness of simple digital automation tools, particularly automated posting features and basic audience insights available on Facebook. Some cooperatives began monitoring page statistics, such as reach and engagement, to evaluate which types of posts performed better. This marks a behavioral shift from traditional word-of-mouth promotion to more data-informed decision-making.

3.6. Positive Participant Experiences and Testimonials

Participant testimonials reflected a strong appreciation for the practical and accessible nature of the training. Some comments included:

- *“I had never used Canva before, but now I can design posters for our cooperative’s activities on my own.”*
- *“The training helped us understand how to promote our products online. We immediately created a Facebook page after the session.”*
- *“Google Trends was new to us. Now we know how to search for trending interests related to our products.”*

These testimonials highlight the relevance of the training to the participants' day-to-day needs and the potential long-term benefits for their cooperatives.
(Insert photos of testimonial sessions or discussion moments.)

3.7. Strengthening Member Engagement and Collaboration

The training also fostered a stronger sense of collaboration among cooperative members. A WhatsApp group created after the workshop has become an active space for sharing promotional designs, asking questions, and seeking advice regarding digital marketing practices. This indicates emerging digital literacy habits and peer-to-peer learning among participants.

4. DISCUSSION

The digital marketing training delivered to cooperative managers and administrators in Semarang Regency demonstrated noticeable learning progress and early behavioral changes among participants. To strengthen the interpretation of these outcomes, it is important to relate the findings to established theories on training effectiveness, adult learning, and competency development.

1. Improvement in Knowledge and Skills

Participants reported that the training helped them better understand how various digital tools—such as Facebook Pages, Canva, and Google Trends—can be utilized to promote cooperative products. This outcome corresponds with Kirkpatrick's Learning Level, which emphasizes that effective training should produce measurable changes in knowledge and attitudes (Kirkpatrick & Kirkpatrick, 2016). Many participants stated that hands-on practice clarified concepts that initially felt difficult, supporting Kolb's Experiential Learning Theory, which argues that adults learn more effectively through direct experience rather than passive instruction. Thus, the training design—which emphasized practice-based sessions—proved appropriate for enhancing participants' digital competencies.

2. Implementation of Digital Marketing Strategies

Following the program, several cooperatives began applying the techniques they learned, such as creating promotional content and posting more consistently on social media. This behavioral change reflects Kirkpatrick's Behavior Level, which focuses on the

extent to which participants transfer new skills into their workplace practices. Their increased engagement aligns with the view of Rogers' Diffusion of Innovation Theory, which states that individuals adopt innovations when they perceive them as useful and easy to apply. Although some still struggle with maintaining consistent updates, the early adoption behavior indicates that the training has successfully initiated a shift toward more modern promotional practices.

3. Influence on Sales and Income

Several cooperatives reported modest increases in sales after implementing digital marketing. These initial improvements are consistent with the Human Capital Theory, which posits that investment in skills and competencies leads to productivity gains and economic benefits. The findings of previous studies also support the idea that digital skills contribute to community empowerment and increased market opportunities. Even though the impact remains small, the trend confirms that training-based capacity-building can stimulate economic improvement at the cooperative level.

4. Growth in Data Literacy and Operational Efficiency

The introduction to CRM tools, email marketing, and basic analytics helped participants recognize the importance of data-driven decision-making. Although not all cooperatives have fully adopted these tools, the growing awareness reflects the early stage of competency development described in the Competency-Based Training (CBT) Framework, where learners move gradually from awareness to proficiency. As participants become more familiar with digital metrics, they begin to reduce reliance on intuition and adopt more systematic approaches, which is a key indicator of developing digital maturity.

5. Increased Brand Visibility and Customer Engagement

Consistent posting and more visually appealing digital content improved brand visibility for several cooperatives. This result aligns with Brand Equity Theory, which argues that frequent exposure and meaningful engagement strengthen consumer perceptions and loyalty. Customer comments recorded by participants indicate greater alignment between online service responsiveness and customer expectations. This illustrates how digital tools enable cooperatives to enhance service quality and strengthen relationships with their members.

6. Member Empowerment and Social Impact

The training also generated broader benefits at the community level. Some cooperative members began supporting digital activities, such as helping create promotional content or managing social media. The diffusion of skills among members supports the concept of Community Capacity-Building, which highlights how training interventions can increase collective capabilities, independence, and innovation. The peer-to-peer sharing that continued after the program ended suggests sustained social learning, which is a hallmark of effective empowerment programs.

7. Implications and Recommendations

Overall, the training has proven to be an effective learning mechanism, consistent with key theories of adult learning, training effectiveness, and competency development. However, long-term progress will require follow-up assistance. Continuous mentoring, technical support, and improved internet access will help cooperatives deepen their digital competencies. Future programs should integrate periodic coaching, performance monitoring, and collaborative learning forums to ensure that behavioral changes evolve into sustainable organizational practices.

Collectively, these outcomes emphasize that digital marketing training not only equips cooperative managers with practical skills but also contributes to strengthening community resilience and encouraging innovation within local economic groups.



Gambar 1. Penyampaian materi tentang manfaat Google Trends



Gambar 2. Penyampaian materi tentang Canva



Gambar 3. Pembelajaran Bersama Pembuatan Flyer

5. CONCLUSION

The digital marketing training for cooperative managers and administrators in Semarang Regency successfully met its primary objectives. The program strengthened participants' understanding of digital marketing concepts and equipped them with the skills needed to utilize online platforms more effectively. Improvements in participants' knowledge, confidence, and ability to apply basic digital tools indicate that the training design was appropriate for building foundational digital competencies among cooperative leaders.

The activity demonstrated that targeted capacity-building efforts can encourage cooperatives to adopt more modern and competitive marketing practices. With stronger digital literacy, cooperatives are better positioned to enhance market visibility, improve their promotional strategies, and expand their outreach to potential consumers. These developments support the broader goal of fostering more resilient and adaptive cooperative institutions in the region.

To ensure long-term impact, several practical recommendations can be offered. Cooperatives will benefit from continued mentoring, especially in maintaining online content, analyzing digital performance, and improving operational consistency. Strengthening internet infrastructure and providing accessible technical support will also help participants sustain the digital initiatives introduced during the training. Collaboration with local government and IT practitioners may further accelerate the adoption of digital tools and increase the effectiveness of future programs.

Overall, the training has laid a solid foundation for digital transformation within cooperatives in Semarang Regency. Continued support and structured follow-up activities will be essential to maintain progress and ensure that digital marketing becomes an integral part of cooperative development in the years ahead.

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