

Strategi Pengembangan Desa Berbasis Teknologi (Penerapan Digital Branding Dan Digital Marketing) Sebagai Upaya Peningkatan Ekonomi Desa Sumpersalak

Technology Based Village Development Strategy (Implementation Of Digital Branding And Digital Marketing) As An Efforts To Improve The Economy Of Sumpersalak Village

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ABSTRACT

The rapid development of information technology in the modern era has wide-ranging impacts across various fields, including the marketing sector. However, the dissemination and utilization of technology are still limited, especially in rural areas of Indonesia. This study examines the case of Sumpersalak Village, Ledokombo District, Jember Regency, where the majority of the population works in the agricultural sector and has minimal technological knowledge. The aim of this research is to evaluate and enhance awareness and knowledge among the residents of Sumpersalak Village regarding digital branding and digital marketing as tools to market their products, particularly coffee beans and powder, through e-commerce and social media. Utilizing data from We Are Social showing that 60.4% of the Indonesian population actively uses social media, this study suggests education and outreach on the utilization of digital technology in marketing. The expected outcomes include an improvement in the economic status of the village community and the introduction of products from the "Sekarwangi" farmer group to a wider market.

Keyword : *e-commerce, digital branding , digital marketing, Desa Sumpersalak*