

Community Empowerment and MSMEs Quality Improvement Through Tandes Village Digital Assistance

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ABSTRACT

Current technological developments have shown extraordinary progress. Many things from the life sector have used the existence of technology itself. The development of advanced technology is very rapid, one of which is in the economic sector, namely digital marketing. Business actors of Micro, Small and Medium Enterprises (MSMEs) are one of the supporters of the Indonesian state economy and regional economic strength which are incessantly utilizing digital marketing in promoting their businesses. For example, in the Tandes Village area, most residents have their own MSME products. However, residents there have not been able to take advantage of existing digital marketing technology in developing their businesses. For this reason, digital marketing socialization and digital marketing training and product marketing are being held so that residents around Tandes can make good use of digital marketing technology so that the businesses they create are expected to grow more rapidly because of this digital marketing technology.

INTRODUCTION

Technological progress is one of the things that cannot be avoided in today's life, because technological progress will develop over time with the progress of existing science. Every innovation created with technology provides positive benefits, provides many conveniences for users, as well as new ways of carrying out activities for human life.

It's the same with the internet, the benefits of the internet are increasingly being felt by its connoisseurs, especially humans who use the internet as the main thing in their work, for example, internet makers, bloggers, bloggers, and also online shops which increasingly have a place in the eyes of consumers who are looking for goods they need without having to bother leaving the house. The Ministry of Communication and Information (Kemkominfo) stated that internet users in Indonesia have so far reached 82 million users. With this achievement, Indonesia is ranked 8th in the world.

Current technological developments have shown extraordinary progress. Many things from the life sector have used the existence of technology itself. Its presence has had a considerable impact on human life in various aspects. Likewise with communication technology, which is hardware equipment that allows individuals to collect, process, and exchange information.

One of the economic strengths that has been supporting the Indonesian state economy and regional economic strength is the presence of micro, small and medium enterprises (MSMEs). at this time the world economy and the Indonesian economy were experiencing a recession, in fact MSMEs actors were not in the slightest bit affected by the negative economic recession, in fact most MSMEs actors were still able to develop their businesses in supporting the country's economy.

Kelurahan Tandes is part of the Tandes District of Surabaya with a total population of 9,925 people, consist of 4,952 male and 4,973 women. Number of RT, RW and LPMK for the period of 2020 – 2022 in the area consists of 36 RTs, 9 RWs, and 1 LPMK.

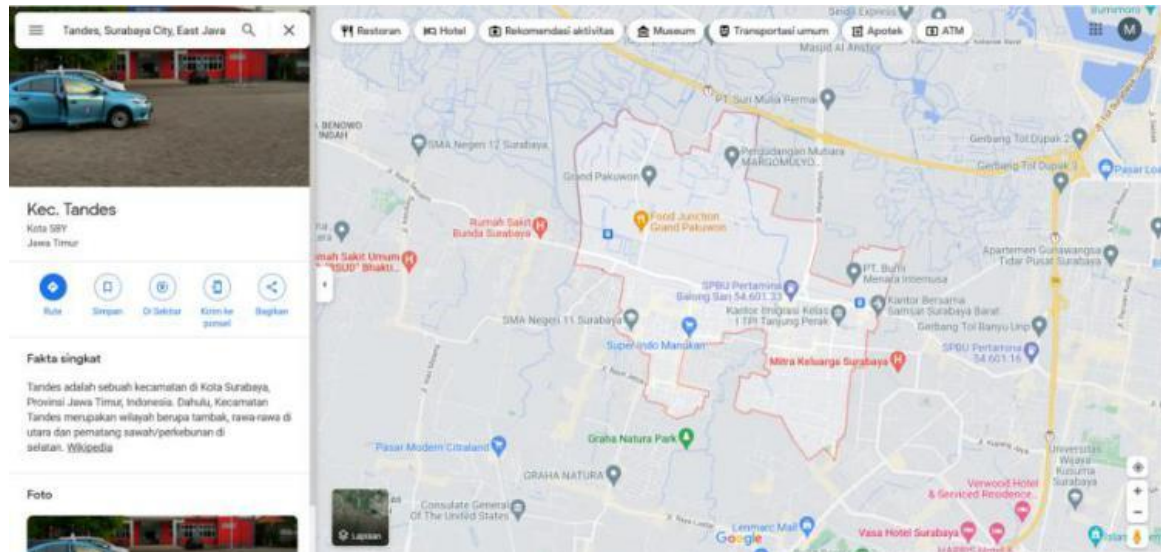


Figure 1. Geographical Location of Tandes District

The potential in the Tandes Village, Tandes District, is in the economic field. Most residents have their own MSMEs products. As for some of the MSMEs products of the Tandes Village community, namely viral dry foods such as basreng and sebring crackers, catering, processed beverages such as fruit juices, soybean extracts and herbs, various kinds of parcels, as well as fashion products such as batik cloth, batik clothes and t-shirts. At the marketing stage, the Tandes Village community does not only sell offline but also online through social media and is under the auspices of the Tandes Village Pioneer Cooperative (KOPER KETAN). Product marketing is very important because it can help MSMEs in achieving sales targets, increasing sales, increasing brand awareness, introducing products, demonstrating product quality, and building loyalty with consumers.

However, MSMEs actors in Tandes Village, Tandes District, have not been able to maximize digital marketing. In other words, people only upload products with photos that are less attractive or without design, and people don't provide detailed information about product descriptions, product advantages and benefits, product prices, sales locations, contact persons, how to order and delivery. This is what prompted the author to find a solution so that MSMEs in the Tandes sub-district can run optimally and the residents of the Tades sub-district can make good use of Internet technology.

An alternative solution to the problem above is by holding outreach and direct training with the owners of MSMEs in the Tandes sub-district. With the socialization of MSMEs about digital marketing, it is hoped that residents of the Tandes Village can better understand the benefits of digital marketing and make it easier for them to open new businesses or develop existing businesses.

METHOD

This study uses a qualitative method, using a triangulation model (Arikunto, 2010), which combines structured interview methods, in-depth interviews and observations of MSME actors. Theoretically, the qualitative research format is different from the quantitative research format. The difference lies in the difficulty in making a qualitative research design, because in general qualitative research is not patterned. This qualitative

research aims to obtain a complete picture of a matter from the point of view of the human being studied. Qualitative research deals with the ideas, perceptions, opinions or beliefs of the person being studied and all of them cannot be measured by numbers.

This research is of a qualitative type so it does not use the terms population and sample but the social situation and the informants in this study are active MSME actors in the Tandes sub-district who will take part in this activity. The study used primary data obtained through structured interviews, in-depth interviews, and observation as well as secondary data from the Tandes Village, Surabaya City.

IMPLEMENTATION

This activity has been agreed and carried out every 3 weeks with a different theme and development. There are 4 sessions that will be held by KKN students in the order of activities, namely in session (1) digital marketing socialization by ICT Surabaya volunteers, this activity is carried out by ICT volunteers where KKN students work together with ICT volunteers to socialize about ICT and digital marketing, then to The following week, session (2) of socialization on digital marketing by the socialization KKN implementing team was held with the material of designing a business capital canvas where residents who don't have a business can take part in the socialization and make their own capital canvas.

Before the socialization of digital marketing MSMEs was held, KKN students conducted information digging related to residents who have their own businesses in the area around the Tandes area. This data was obtained from the Tandes sub-district, which had previously collected a list of residents who owned micro businesses. Based on the data that has been obtained, the following data is obtained:

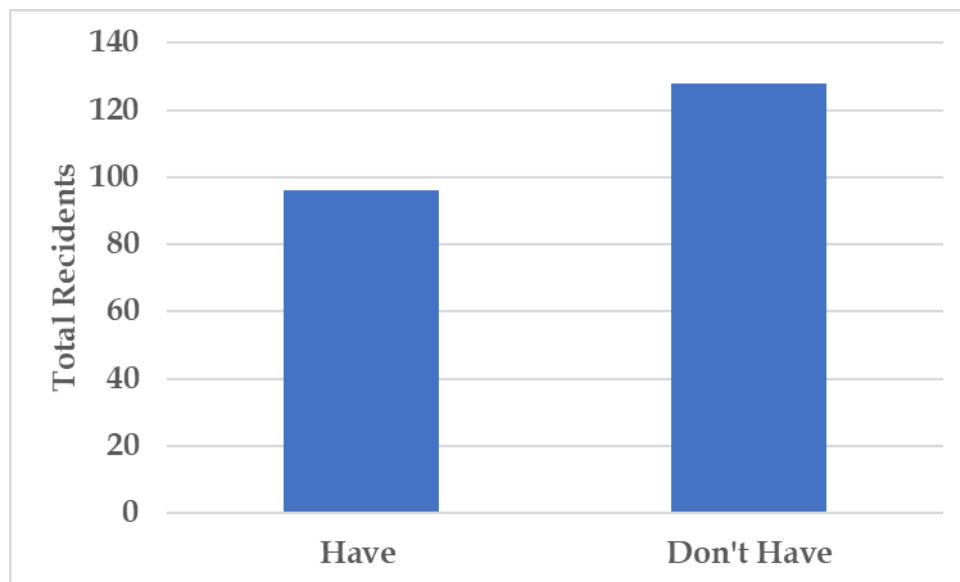


Figure 2. Residents as Business Owner

From the table obtained, it can be seen that there are 223 residents who have micro businesses, but only 96 micro businesses are still running. Then after students have data on residents who have micro businesses, the next thing to do is provide a google form through the head of the village head so that it can be distributed to residents around the

Tandes sub-district regarding residents' interest in increasing business at the digital marketing level. After knowing the residents' interest in digital marketing who was quite enthusiastic, then the KKN students designed MSME socialization activities that were provided for residents of the Tandes sub-district. The activities required for this activity are:

1. Proposal

Proposals for MSME socialization activities are made before the activities are carried out, this aims to obtain implementation permits from village officials. With a good proposal content structure, it can make it easier for readers to understand the intent and purpose of this MSME socialization program.

2. Attendance List of Residents

The attendance list of residents is needed as a data collection for residents who take part in the MSME socialization so that they can find out about developments after participating in the MSME socialization. In this case the attendance list of residents functions to find out those who want to participate and develop their business so that it can be seen clearly. The following is a list of residents attending the MSME outreach:

No.	Nama	Nomor Hp	Tanda Tangan
1	Putri Nur Hafidha	081331000000	
2	Putri Nur Hafidha	081331000000	
3	Putri Nur Hafidha	081331000000	
4	Putri Nur Hafidha	081331000000	
5	Putri Nur Hafidha	081331000000	
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Figure 3. Attendance List of MSMEs Socialization

3. Brochure

This brochure contains paper flyers containing information from the activity. Brochures are the choice because the information conveyed in them is clear and concise, and the costs incurred are also more economical. In addition, it will be easier for readers to understand the essence of the event because brochures are made to look attractive and orderly. Like the brochures made by KKN Surabaya 9 students in the MSME socialization

event, the brochures are packaged attractively with a mix of colors and not too much text suitability.



Figure 4. MSMEs Socialization Brochure

4. Laptops and Projectors

Laptops and Projectors are media that are used in all implementation of socialization planning, materials to be provided and other work needed. Laptops must be equipped with coreldraw, photoshop to design MSME product logos and the internet to support the reference.

5. Documentation

The camera is a tool for documentation as long as students have KKN activities in the Tandes Village. Apart from cellphones, cameras also play a very important role in taking photos of activities carried out during this KKN starting from taking MSME outreach, product photos, photos of KKN activities, etc.

RESULT AND DISCUSSION

Based on the results obtained through direct in-depth interviews and observations with informants who are MSMEs in the Tandes Village. The result is that technological developments make MSMEs need to adapt, especially in the process of marketing a product. Some MSMEs actors also experience the benefits of social media, marketplaces, and the use of other platforms for the development of their businesses through this MSME outreach.

Out of 96 active MSMEs actors, only 10 out of 96 MSMEs actors actively participated in this socialization to completion, 10 MSMEs who became informants in the study consisted of various industry categories including fried onion sellers, batik cloth sellers, Tandes typical clothing sellers, tempeh chips sellers , basreng sellers, drink sellers, and

various dry breads. These MSMEs said that they still did not optimally use social media because they did not know how to use it.

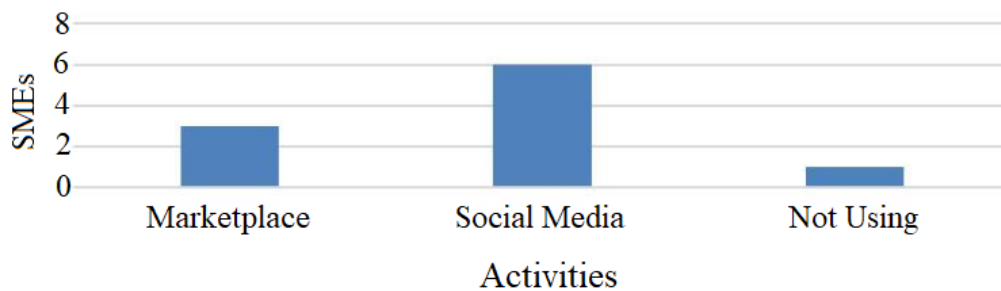


Figure 5. Marketing data for MSME actors in the Tandes Village

From Figure 5 it proves that the activities of MSME actors in marketing through digital marketing are still not optimal. It can be seen from the data that has been collected, there are MSME actors who still only market their products from only 1 store, such as selling Tandes typical t-shirts which are only sold marketed in a cooperative. Meanwhile, 6 out of 10 MSME actors have started marketing their products through social media such as Instagram, WhatsApp, to Facebook. However, some MSME actors admit that their marketing on social media is still not optimal. Meanwhile, 3 out of 10 MSME actors have marketed their products through marketplaces such as Gofood or other marketplaces, but there are still problems in a number of ways, such as unattractive product photos or wrong seller addresses on maps.

For this reason, after conducting the observation stage and in-depth interviews with MSMEs, KKN Surabaya 9 students agreed to provide 4 MSMEs training sessions in digital marketing with the aim that medium-sized businesses in the Tandes Village could further develop.

In the first session of digital marketing socialization by ICT Surabaya volunteers with market research material here, MSME actors were provided with provisions, namely about market research or things that are trending in social media or things that are mostly searched for on Google searches. MSMEs are also provided with material, namely about keywords that are usually found on Google. From the material that was delivered, the results were that more than 90% of digital marketing assistance MSMEs had mastered the material that had been provided and several participants were also active in asking about solutions to their obstacles during the business they were running.

Then in the second session, namely digital marketing socialization by the KKN implementing team, this socialization was carried out with the aim that the participants could design *business capital canvas* (BMC) not only MSMEs who already have MSMEs can participate, but residents who are interested in opening a new business can also join through this socialization. In this session the participants were really taught how to make BMC starting from zero ideas on how or what kind of business they want to make, KKN students will help as much as possible. The practical method implemented will be accompanied by direct guidance to participants to be able to show the process of the practice being carried out. And from this training, the results showed that more than 90% of MSME participants could design *business capital canvas* (BMC) properly and correctly and several MSME participants wanted to interact and discuss MSME with KKN students.

In the third session, the practice of making product photos and content at this stage participants were taught good and interesting product photo techniques and content creation. Digital content marketing is the process of creating and sharing relevant, engaging and timely content to engage customers at the right point in the purchase consideration process, thereby encouraging customers to move on to business building outcomes (Canavan et al, 2007). Here the implementation team has prepared the tools needed for product photos and MSME participants will only bring the product to be photographed later, besides that participants will also be introduced to an editing application that will support their photos or content to make it more attractive. The pelsana team will also help and direct how to take good and correct content photos. And from this session, the results were obtained, namely that many participants had made and had direct practice on how to take product photos correctly, create content on social media. Some participants also really enjoyed this socialization and implemented it in their social media or market place.

Then the last activity is the practice of creating a product marketing platform. At this stage the implementation team creates several marketing platforms that are popularly used in carrying out digital marketing strategies, namely web-based marketing and app-based marketing in the form of e-commerce or social media to maximize overall sales. online and take advantage of existing potential. The selection of the right social media emphasizes the form of technology that most enables businesses to be able to create and increase product value, by providing information about customers and ensuring an extensive marketing network and community environment (Wardhana, 2015). The platforms include creating email accounts, Google Maps, GoFood, GrabFood, Shopee, Tokopedia, Lazada, WhatsApp Business, Instagram, TikTok, Facebook, Blogspot and Wordpress can be utilized to the fullest. From the last session that was taught, the results were obtained, namely in the form of many participants who were able to create marketing platforms such as shopee, gofood, grabfood, and many more, MSME participants were also active and enthusiastic in making these platforms. And more than 80% of MSME participants are able to apply digital marketing in implementing their product sales.

After the work program is fully running, the digital marketing work program for micro, small and medium enterprises takes place in the Tandes sub-district pavilion. For activities *monitoring* and the evaluation was carried out at the end of the event using a questionnaire.

Table 1. Evaluation for Activity Organizer

No	Criteria	Participant Presentage of Likert Scale				
		1	2	3	4	5
1	Convenience of Socialization Place	0%	0%	0%	50%	50%
2	Theme Suitability	0%	0%	17%	33%	50%
3	Timing/ Atmosphere	0%	0%	17%	50%	33%
4	Material Completeness	0%	0%	0%	50%	50%
5	Organizer's Attitude	0%	0%	17%	33%	50%
6	Committee Service	0%	0%	17%	33%	50%
7	Device	0%	0%	0%	50%	50%

Table 2. Participant Response for Presenters

No	Criteria	Participant Presentage of Likert Scale				
		1	2	3	4	5
1	Presentation Method	0%	0%	0%	33%	67%
2	Presentation Techniques	0%	0%	0%	33%	67%
3	Time Management	0%	0%	17%	33%	50%
4	Material Mastery	0%	0%	0%	33%	67%
5	Interaction	0%	0%	0%	17%	83%
6	Improvisation	0%	0%	0%	33%	67%

This evaluation was carried out by KKN-T Surabaya 9 students with the target of the evaluation being socialization location providers or Tandes sub-district employees and owners of micro, small and medium enterprises. This questionnaire has been filled in as many as 6 participants. There are 2 assessments, namely evaluation for presenters and training organizers. Evaluation for presenters as much as 66.7% were satisfied with the method used during the socialization process and 33.3% felt that the method used was good. Then as much as 66.7% were satisfied with the technique used by the speaker in presenting the socialization theme and as much as 33.3% felt that the technique used was quite good. Regarding the interaction between the speakers and the socialization participants it was very satisfying as evidenced by the total percentage of answers as much as 83.3% and only 1 participant felt that the speaker's interaction was good. Then for mastery of the material, as much as 66.7% were satisfied with the presenter's presentation of the material and as much as 33.3% had good mastery of the material. For processing time when delivering material as much as 50% of the participants were very satisfied, the rest felt good enough for the time distribution. And in the improvisation of the presenters 66.7 were satisfied while 33.3% felt that the improvisation of the presenters was good. Furthermore, an evaluation was carried out to assess the training organizers with the first assessment aspect, namely the suitability of the material, where 50% were satisfied with the training being carried out because the theme raised was in line with the rest feel good enough for the time share. And in the improvisation of the presenters 66.7 were satisfied while 33.3% felt that the improvisation of the presenters was good. Furthermore, an evaluation was carried out to assess the training organizers with the first assessment aspect, namely the suitability of the material, where 50% were satisfied with the training being carried out because the theme raised was in line with the rest feel good enough for the time share. And in the improvisation of the presenters 66.7 were satisfied while 33.3% felt that the improvisation of the presenters was good. Furthermore, an evaluation was carried out to assess the training organizers with the first assessment aspect, namely the suitability of the material, where 50% were satisfied with the training being carried out because the theme raised was in line with *digital marketing* MSMEs. In the aspect of assessing the comfort of the place, 50% were satisfied and the other 50% felt that the place provided was good. For punctuality, the participants felt that the

atmosphere and time created were quite good. Then for the completeness of the material 50% were satisfied and the other 50% felt that the material provided was good. In terms of the attitude of the organizers, 50% were satisfied with the attitude shown by the organizers, 33.3% felt the attitude of the organizers was good, and the rest felt that it was enough. Results in line also given the participants for the service aspect of the committee. In the aspect of the tools used to support the process of implementing this training activity, as many as 50% were satisfied and the other 50% felt it was good. In addition, they felt that the presence of UNESA KKN-T students really helped MSMEs owners in increasing awareness and understanding of the market digitally, then developing the creativity of MSME owners to introduce their products. On the other hand, there were participants who felt that this training was of little use.

From the implementation of this socialization program, very satisfying results were obtained. Even though of the 96 MSMEs actors in the Tandes Village and only 10 MSMEs actors who participated in the socialization, the KKN students got very good results. For the first time, direct data collection and observation with interview techniques for every MSME actor obtained results such as graph 3.1.1 which has been mentioned in the results. MSME actors who still only market their products from only 1 store, such as selling Tandes typical t-shirts which are only marketed in a cooperative. Meanwhile, 6 out of 10 MSMEs have started marketing their products through social media such as Instagram, WhatsApp, and Facebook. However, some MSME actors admit that their marketing on social media is still not optimal.

However, after holding the socialization session which was held in 4 sessions, students found satisfactory results for all participants who took part in this socialization, 95% of MSMEs were able to receive the material very well, they also did not hesitate to express their obstacles in business, the changes that It is very significant that several business actors from several MSME actors who do not have a marketplace have created their own marketplace, starting from Shopee, Shopee Food, GoFood, GrabFood, or other media platforms. It is known that they have also opened their online shop and some have received orders for their goods. Meanwhile, MSME actors who already have a marketplace and are constrained in a number of ways have also been properly and properly addressed so they are also free to open a business without having to worry about anything anymore.

It's the same with market place, the participants who previously only posted random photos to promote their products are now also starting to put up product photos properly and correctly. They also edit product photos well so that customers are interested in the products they produce. And that brings one advantage to their marketing.



Figure 8. Some Examples of Making Product Photo Designs

It can be seen from Figure 8 where product photos and photo editing are very important for digital marketing because the more attractive the product photos are, the more buyers are interested in buying these merchandise (Ali, 2013).

CONCLUSION

From the activities that have been carried out starting from the observation, interview stage, socialization, hands-on practice, to the final session, namely filling out the questionnaire, it went very well even though there were several obstacles such as many participants who could not take part in this activity due to personal busyness such as selling or still working because of this activity carried out during the day, some participants did not arrive on time so the ICT team and residents who had come were a little bored, there were obstacles through practice, some participants sometimes still needed help and how to use the digital platform properly. Even so, these constraints were covered by very satisfying results. Residents of the Tandes Village also have a desire to progress by utilizing existing technology. This is also very influential in the Tandes Village because what can be known is that MSME actors are the target of very large economic income in the area. Not only that, the Surabaya 9 KKNT Group was also welcomed by the kelurahan and residents of the Tandes Sub-District during the socialization process, residents and kelurahan employees also participated to help with the needs needed. Equipment and support facilities, availability of space, involvement of partners, and support from the community are the main factors in the success of achieving program objectives. The programs implemented ran smoothly and received good output for the KKNT group. The Surabaya 9 KKNT group was also welcomed by the kelurahan and residents of the Tandes Sub-District during the socialization process. Residents and kelurahan employees also participated to help with the needs needed. Equipment and support facilities, availability of space, involvement of partners, and support from the community are the main factors in the success of achieving program objectives. The programs implemented ran smoothly and received good output for the KKNT group. The Surabaya 9 KKNT group was also welcomed by the kelurahan and residents of the Tandes Sub-District during the socialization process. Residents and kelurahan employees also participated to help with the needs needed. Equipment and support facilities, availability of space, involvement of partners, and support from the community are the main factors in the success of achieving program objectives. The programs implemented ran smoothly and received good output for the KKNT group. The Surabaya 9 KKNT group was also welcomed by the kelurahan and residents of the Tandes Sub-District during the socialization process. Residents and kelurahan employees also participated to help with the needs needed. Equipment and support facilities, availability of space, involvement of partners, and support from the community are the main factors in the success of achieving program objectives.

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