



Digital Entrepreneurship of MSME Nagari Kamang Hilia

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ABSTRACT

Nagari Kamang Hilia has a lot of potential for Micro, Small and Medium Enterprises (MSMEs) with multiple categories, namely food processing, trade, industry and services. The purpose of this research is to identify the potential for developing MSME products, especially Kamang Chips. This research method uses a descriptive qualitative methods through the process of observation, interviews and documentation presented in the form of data, then analysis using SWOT matrix analysis to determine strengths, weaknesses, opportunities and threats. The informants used as data sources are Walinagari Kamang Hilia, MSMEs Nagari Kamang Hilia actors. The results of the research and discussion show that digital marketing can provide information and interact directly with consumers, expand market share, increase awareness and increase sales for MSME actors. The digital marketing of MSMEs Nagari Kamang Hilia is in the form of social media, Nagari website, and Nagari Podcasts.

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1. Introduction

Micro, Small and Medium Enterprises (MSMEs) are business activities carried out by individuals or groups aimed at the welfare of individuals and groups aimed at the welfare of individuals and groups (Idayu, Husni, and Suhandi 2021). Empowerment of MMSMEs is very important and strategic in anticipating the economy, especially in strengthening the structure of the national economy (Ukkas 2017). Micro, small business activities and medium-sized enterprises (MSMEs) are one way to get creative products area can be recognized and provide business opportunities for business actors in area (Halim 2020).

SWOT analysis stands for Internal Strengths and Weaknesses and External Opportunities and Threats faced by the business world, so through this SWOT analysis, it aims to find out business position and alternative marketing strategies which are suitable for the MSME managers (Thanthirige et al. 2016). This analysis is based on the assumption that an effective strategies maximize existing strengths and opportunities and minimize weaknesses and threats (Astuti and Ratnawati 2020).

The combination of internal and external factors, namely the SO strategy (Strengths Opportunities) in this strategy company have opportunities and strengths so as to increase production or performance. ST strategy (Strengths Threats) in this case even though the company faces various threats that will but the company still has the advantage so that it can continue to produce. WO Strategy (Weaknesses Opportunities) related to this the company experienced opportunity a very large market, only workers or human resources in the company weak. WT Strategy (Weaknesses Threats) is

a condition where the company cannot continue production due to complete threats and weaknesses (Jauhar and Winarto 2021).

Nagari Kamang Hilia is a Nagari one of the Nagari in Agam Regency, West Sumatra Province which is located in a highland area. The Kamang Hilia area is surrounded by a stretch of a series of hills. Nagari Kamang Hilia has the potential for the development of tourist areas because it is dominated by hilly areas and the natural scenery is soothing to the eyes.

Nagari Kamang Hilia has a lot of potential for MSME products which are categorized into several aspects, namely agricultural products, plantation products, food processing, trade, services, industry. Based on the results of observations, surveys and interviews about the condition and potential of Nagari Kamang Hilia, MSMEs Nagari Kamang Hilia can be developed, especially Kamang Chips products. The problem faced by Nagari Kamang Hilia Micro, Small and Medium Enterprises (MSMEs) is digital marketing.

Digital marketing is a medium communication and transactions can be done in real time and can be accessed all over the world, someone too can see various products via the internet, most of the information about various products are available on the internet, ease of ordering and the ability of consumers to when comparing one product with other products (Febriyantoro and Arisandi 2018).

Digital technology allows MSME actors to market their products online and perform transactions through the online banking system as well (Hadi and Zakiah 2021). Besides that product marketing using digital marketing and use social media to can reach consumers directly and can reduce promotional costs (Sasongko et al. 2020).

Another digital marketing media that is often used is Google Bisnis. Google Business is a free application that can be used to help MSMEs to find businesses on various Google products, such as on Maps and search. If MSMEs run a business that serves customers in a certain location, or serves customers in a specified service area, Google Business can help others find the MSME business (Naimah et al. 2020).

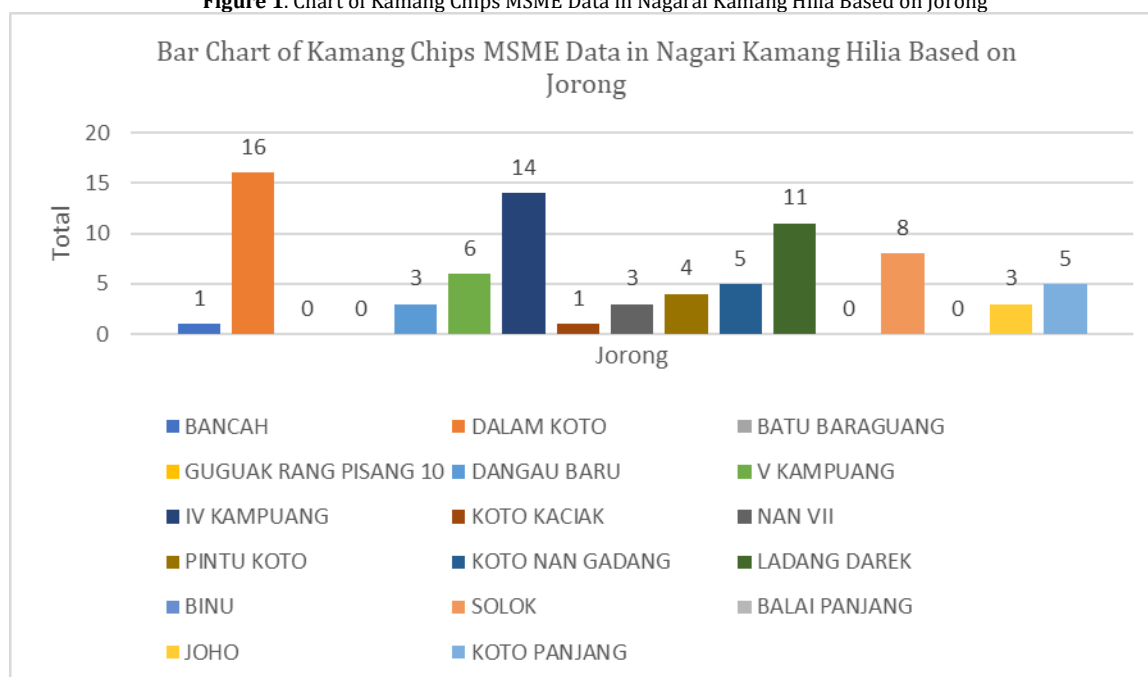
2. Methods

This research was conducted in Nagari Kamang Hilia, Kamang Magek District, Agam Regency, West Sumatra Province. The method used in this research is descriptive qualitative method is by collecting data based on the factors that support the object of research and relate to the ideas, perceptions, opinions, beliefs of the people to be studied and all of them cannot be measured by numbers (Hadi and Zakiah 2021).

This data was obtained through observation, interviews, and documentation presented in the form of data. The analysis used is SWOT matrix analysis. The SWOT analysis method consists of connecting elements of Strengths, Weaknesses, Opportunities, and Threats that are able to produce a strategy based on internal and external environmental situations (Yusuf Qamaruddin et al. 2019).

3. Results and Discussion

Figure 1. Chart of Kamang Chips MSME Data in Nagari Kamang Hilia Based on Jorong



Source: MSME Data Nagari Kamang Hilia 2021

There are 316 MSMEs registered in Nagari Kamang Hilia in 17 jorong. Of the 316 businesses in Nagari Kamang Hilia, they are categorized into 4 categories, namely trading, food processing, industry and services. The most from the food processing category is 25% of the production of kamang crackers from the total number of businesses. Kamang crackers are a typical product in Nagari Kamang Hilia with cassava as the raw material. From the food processing category, around 10% of businesses have taken care of P-IRT and have a Halal label. Meanwhile, only 50 business actors participated in the training at the Nagari Kamang Hilia office and from the Agam District Office. In the aspect of business marketing, they still prioritize directly so that few MSME entrepreneurs in Nagari Kamang Hilia implement digital marketing to market their products due to their lack of understanding how to use social media for their product marketing activities and also for product promotion designs that will be uploaded on social media.

Nagari Kamang Hilia has many potential products for Micro, Small and Medium Enterprises (MSMEs) categorized into 4 aspects, namely food processing, trade, services, industry. This study discusses the Kamang Chips MSME in the strategic study of the development sector based on 4 aspects, namely aspects of digital entrepreneurship as a marketing strategy, technology, capital, production, and human resources. Information related to the ten aspects was collected using the interview method and the documentation presented in the form of data. The results obtained indicate that there are several obstacles faced by the Development Sector MSMEs Nagari Kamang Hilia follow :

- In the aspect of MSME capital, it is still difficult to get group assistance from government agencies in proposing proposals.
- In the production aspect, most MMSMEs still use raw Kamang Chips production equipment and do not have equipment for product packaging.
- In the technological aspect, most MMSMEs have not implemented technology.
- In the marketing aspect, most MMSMEs have not implemented online marketing.
- In the aspect of human resources, they do not have knowledge of financial management.

Some of the main obstacles faced by the Kamang Chips MMSMEs today are digital marketing. Therefore, this study analyzes the strategies adopted in developing Kamang Chips MSMEs in Nagari

Kamang Hilia using SWOT analysis. SWOT analysis is an analytical technique used to evaluate strengths, weaknesses, opportunities, threats. In the SWOT Matrix Table, 4 development strategies are formulated based on the identification of the four indicators, namely the SO Strategy (Growth), WO Strategy (Stability), ST Strategy (Diversification) and WT Strategy (Defend).

The results of the analysis of several obstacles faced by the Kamang Chips MSME actors based on a SWOT analysis can be in the form of a SWOT matrix in Table 1 follow:

Table 1. Analysis of several obstacles faced by the Kamang Chips MSME actors based on a SWOT analysis can be in the form of a SWOT.

Internal Factors External Factors	Strengths(S) 1. Owner's equity 2. Raw materials are easy to obtain 3. Consistent raw material quality 4. Self-taught workers 5. Receive orders 6. Affordable production cost 7. Conventional sales 8. Have good packaging	Weaknesses (W) 1. Have not implemented digital marketing 2. Do not have equipment for product packaging 3. A few have P-Irt permits, Halal Labels and BPOM
	Opportunities (O) 1. Participate in human resource improvement training 2. Following the marketing system of the group being followed 3. Participate in partnership program development	Strategy WO (Stability) 1. Participate in product quality improvement training 2. Update product packaging tools 3. Doing online promotion and marketing
Threats (T) 1. Have not implemented digital marketing 2. A small number of those who take care of P-Irt permits, halal labels	Strategy ST (Diversification) 1. Nagari Kamang Hilia facilitates the implementation of digital marketing 2. Nagari Kamang Hilia held training for online management, namely P-Irt, a halal label	Strategy WT (Defend) 1. Updating advanced and efficient packaging tools 2. Differentiate products and market products Doing promotions and digital marketing

Based on the results of the SWOT analysis above, the MSME development strategy in Nagari Kamang Hilia that is the right strategy is the SO (Growth) strategy. The SO strategy is a strategy that utilizes existing strengths to improve digital marketing.

Nagari Kamang has the Nagari Digital program which also includes the category of digitization in the MSME aspect. The digital Nagari program is the Datuak Application (Data Utility of Kamang) which is a data database in Nagari Kamang Hilia including MSME data in Nagari Kamang Hilia making it easier to recap data, Nagari Kamang Hilia has a government website to help promote MSME products and is integrated with social media and also the development of the Nagari Kamang Hilia podcast as a medium of information about Nagari Kamang Hilia where the podcast room design is arranged by displaying Nagari Kamang Hilia MSME products in the podcast room as a product promotion medium.

The increase in the use of online media for marketing in Nagari Kamang Hilia was enhanced by conducting a training program on the use of social media for product promotion and an evaluation of the training was carried out. Nagari Kamang Hilia also has IT staff who have competence in product design to provide default templates from Nagari Kamang Hilia for the promotion of MSME products so as to increase consumer attractiveness.

Some MMSMEs use social media to in form dan communicate with consumers, appropriate social media rings are used, among others Facebook, Instagram and youtube, a number of platform it is quite effective to use in inform all products and interact with others directly with consumers, even some for some MSMEs use youtube too effective to give trust and cultivate a good image in consumers (Febriyanto and Arisandi 2018).

MSME data that is always updated from the Nagari Kamang Hilia device is also very helpful for monitoring business actors who do not have a P-IRT permit and a halal label so that they are immediately equipped with online registration and facilitated by Nagari Equipment HR in Kamang Hilia. With the existence of P-IRT and halal labels, every household food business in Nagari Kamang Hilia is closely related to food safety for consumers, thereby increasing buyer confidence. Indicators of MSME actors in Nagari Kamang Hilia who have attended training are also recorded in the Nagari database so that the Nagari apparatus can determine business actors who have not attended training and are evenly distributed among business actors.

4. Conclusion

Based on the results of the analysis and discussion, it can be concluded that there are problems faced by Micro, Small and Medium Enterprises in Nagari Kamang Hilia, Kamang Magek District, Agam Regency, including aspects of digital entrepreneurship as a marketing strategy, capital, production, human resources.

Suggestions for developing Kamang Chips MSMEs Nagari Kamang Hilia are by utilizing the capital aspect through banks and other agencies that offer people's business credit programs for product development, updating production equipment, increasing the ability of the workforce through training and implementing digital marketing to make it easier for MSME actors. to provide information and interact directly with consumers, expand market share, increase awareness and increase sales for MSME actors so as to increase profits.

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