

Training and Utilization of E-Commerce as a Marketing Media for Micro, Small and Medium Enterprises Products

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Kilas Artikel

Abstrak

Volume 2 Nomor 2

Agustus 2022

DOI:xxx/ejpm.v%i%.xxxx

Article History

Submission: 03-08-2022

Revised: 02-08-2022

Accepted: 03-08-2022

Published: 03-08-2022

Kata Kunci:

E-commerce, Sosial Media, Toko online, Usaha Mikro Kecil Menengah

Keywords:

E-Commerce, Social Media Online shop, The Micro, Small and Medium Enterprises (MSME)

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Sektor Usaha Mikro Kecil dan Menengah (UMKM) di masa pandemic covid-19 memiliki berbagai masalah seperti, penurunan penjualan, permodalan, distribusi terhambat, kesulitan bahan baku. Pelaku Usaha Mikro Kecil dan Menengah juga melakukan perubahan orientasi pemasaran akibat pandemi, banyak pelaku UMKM yang beralih ke perdagangan elektronik (e-commerce) untuk meningkatkan penjualan tetapi hal ini tidak didukung dengan kemampuan pelaku UMKM yang cenderung rendah dalam menggunakan teknologi. Pengabdian inibertujuan untuk memberikan pemahaman dan keterampilan bagi UMKM di desa Sumbersari Kecamatan Saradan Kabupaten Madiun tentang pemanfaatan media social sebagai sarana penjualan atau promosi produk yang efektif dan efisien serta melakukan pendampingan dalam memanfaatkan berbagai marketplace berbasis internet sebagai sarana penjualan hasil produk. Kegiatan ini menggunakan metode pendekatan kontekstual yaitu memberikan materi teori terlebih dahulu dan dilanjutkan dengan workshop langsung mengunggah produk-produk yang dihasilkan oleh para pelaku Usaha Mikro Kecil dan Menengah di Desa Sumbersari. Hasil dari kegiatan ini adalah adanya pemahaman mitra tentang pemasaran melalui media social; mampu membuat took pada marketplace dan promosi melalui social media secara mandiri.

Abstract

The Micro, Small and Medium Enterprises (MSME) sector during the COVID-19 pandemic has various problems. For example, the decline in sales, capital, hampered distribution, the difficulty of raw materials. The Micro, Small and Medium Enterprises (MSME) actors have also changed their marketing orientation due to the pandemic, many of The Micro, Small and Medium Enterprises (MSME) actors have turned to electronic commerce (e-commerce) to increase sales but this is not supported by the ability of The Micro, Small and Medium Enterprises (MSME) actors who tend to be low in using technology. This service aims to provide understanding and skills for The Micro, Small and Medium Enterprises (MSME) in Sumbersari Village, Saradan District, Kab. Madiun regarding the use of social media as an effective and efficient means of selling/promoting products as well as providing assistance in utilizing various internet-based market places as a means of selling products. This activity uses a contextual approach method, namely providing theoretical material first and followed by a workshop directly uploading the products produced by The Micro, Small and Medium Enterprises (MSME) actors in Sumbersari Village. The result



of this activity is the understanding of partners about marketing through social media; able to create a shop on the marketplace and promote it through social media independently.

1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a critical role in the Indonesian economy. The development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia cannot be separated from the banking sector's active role in providing credit. The role of MSME actors in Indonesia must be expanded not only in terms of quantity but also of quality, including access to the internet (Setiawan, 2018). The advancement of technology (tele) communication and computers causes changes in our daily culture. Electronic media has become one of the mainstay media for communication and business in this era known as the "information age," which also encourages the economic growth of people who develop online businesses (Saputra, 2011). The development of communication devices that allow anyone with a smartphone connected to the internet media to find the desired item through their communication device makes it easier for prospective buyers to find the desired item through their communication device. As a result, this online business is a very promising opportunity to develop (Hermawan, 2012).

E-commerce has many benefits for Micro, Small, and Medium Enterprises (MSMEs), according to Rahayu 2017 (in Dwijayanti & Pramesti, 2021), including expanding the company's market opportunities, increasing sales, improving communication, improving company image, speeding up processes, and increasing employee productivity. Almost all people's needs can be met by shopping online or through digital e-commerce. In Indonesia, e-commerce transactions continue to dominate (Dwijayanti & Pramesti, 2021). E-commerce-based business marketing can boost MSMEs' sales, expand market access, and optimize the use of smartphone devices (Sugianti, Vidriza & Ariani, 2022).

In 2022, there will be nearly 190 million social media users in Indonesia. Micro, Small, and Medium Enterprises (MSMEs) business actors should be able to maximize profits with the help of this information technology. Tokopedia's social media platform has 100 million active users per month (Tjiptono, 2009).

When used correctly, social media can assist Micro, Small, and Medium Enterprises (MSMEs) businesses in gaining new customers. Micro, Small, and Medium Enterprises (MSMEs) actors must use a variety of methods to promote and increase product sales, one of which is to take advantage of existing opportunities, namely social media. According to data released by the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop MSMEs), however, only about 3.79 million Micro, Small, and Medium Enterprises (MSMEs) actors have used online platforms to market their products (Sari, 2008). This figure represents approximately 8% of the total number of Micro, Small, and Medium Enterprises (MSMEs) actors in Indonesia, which stands at 59.2 million (www.cnnindonesia.com). Because each social media platform offers unique services and features, strategies are required to market the products we sell and compete in the market. This is done because there are already entrepreneurs who promote their products via social media (Sulaksana, 2007).

The development of small and medium enterprises is certainly very influential in developing countries such as Indonesia. The development of an entrepreneurial spirit within the community is more crucial in order to create jobs and lower the unemployment rate (Sa'diyah, Vibriana, & Feblidyanti, 2020). E-commerce is also thought to be able to offer fresh approaches to the problem of Micro, Small, and Medium Enterprises (MSMEs) workers' inadequate proficiency with online platforms and transactions (Nurjaman, 2022).



Potential Micro, Small, and Medium Enterprises (MSMEs) actors can be found in Summersari Village, Saradan District, Madiun Regency, East Java Province. These actors are made up of business people who engage in commercial activities by offering goods and services. Business operations, particularly those related to marketing, are still conducted in the traditional ways, such as by attending exhibitions, placing orders with retailers, and participating in promotions. As a result, the marketing mix is still very limited, which has prevented the current business from growing effectively. Business actors cannot distinguish what is acceptable and unacceptable behavior in online transactions because they lack knowledge of the ethics of doing business online (Tjiptono, 2009).

According to the analysis of the above situation, the partners' issues are, in the first place, their lack of comprehension regarding online marketing through social media in business activities and their lack of expertise in using social media as a marketing tool. Therefore, conducting online marketing training using social media for Micro, Small, and Medium Enterprises (MSMEs) in Summersari Village, Saradan District, Madiun Regency, East Java Province is the suggested solution to solve partner problems.

2. METHOD

Several activities were carried out to respond to the problems faced by partners and to realize the solutions:

- a. Introduction of the Internet as a Tool for Increasing Marketing Reach
The Micro, Small, and Medium Enterprises (MSMEs) actors in Summersari Village are expected to be computer literate and familiar with the internet. The provision of internet-related content is intended to be a supporter of social media marketing. This session will also cover marketing via social media and the internet today. The first and second sessions will take place on the same day.
- b. Creating Social Media for Micro, Small, and Medium Enterprises (MSMEs) and Social Media Content Marketing
We will be guided on how to create a social media account for Micro, Small, and Medium Enterprises (MSMEs) actors in Summersari Village when creating this social media because business accounts differ from personal accounts on social media. To take advantage of various features in social media content, filling out the content must be accompanied.
- c. Marketing Strategy Through Social Media
Marketing requires strategy. This social media strategy helps to ensure that the goods and services offered by Micro, Small, and Medium Enterprises (MSMEs) actors in Summersari Village reach a large number of people in the community. Furthermore, this strategy is required to gain market share on social media.
- d. Assistance to Micro, Small, and Medium Enterprises (MSMEs) in Summersari Village
The social media strategy is insufficient because assistance is required for the business to grow sustainably. This assistance will explain how to maintain internal strategies for Micro, Small, and Medium Enterprises (MSMEs) in Summersari Village. Maintenance and strategy development are required for Micro, Small, and Medium Enterprises (MSMEs) actors Summersari village to remain in business for an extended period of time.



The explanation is illustrated as in Figure 1 below:

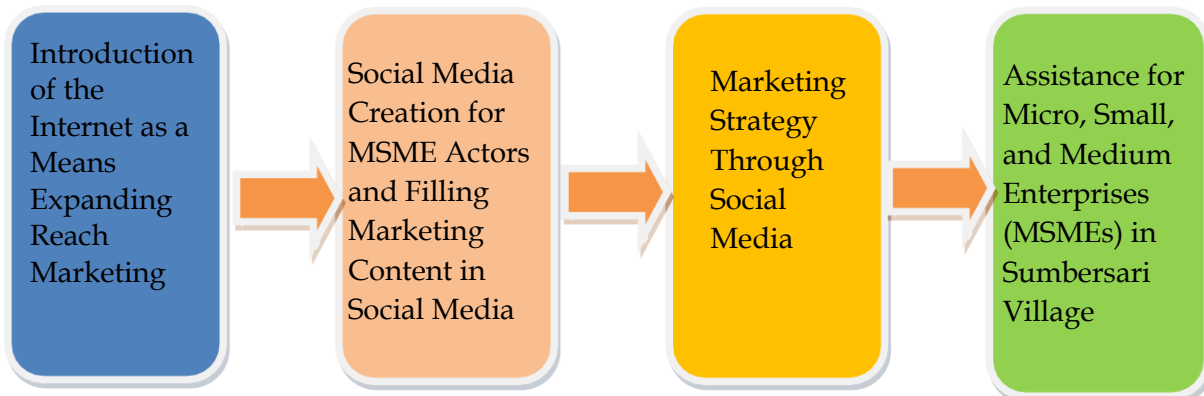


Figure 1. The flow of the Process of Implementing Community Service Activities

The author's Community Service (PKM) will employ the contextual method. Specifically, theoretical material will be provided first, followed by a workshop on the use of social media to increase sales of Micro, Small, and Medium Enterprises (MSMEs) products in Summersari Village. The problem-solving flow of this PKM program is depicted in Figure 2:

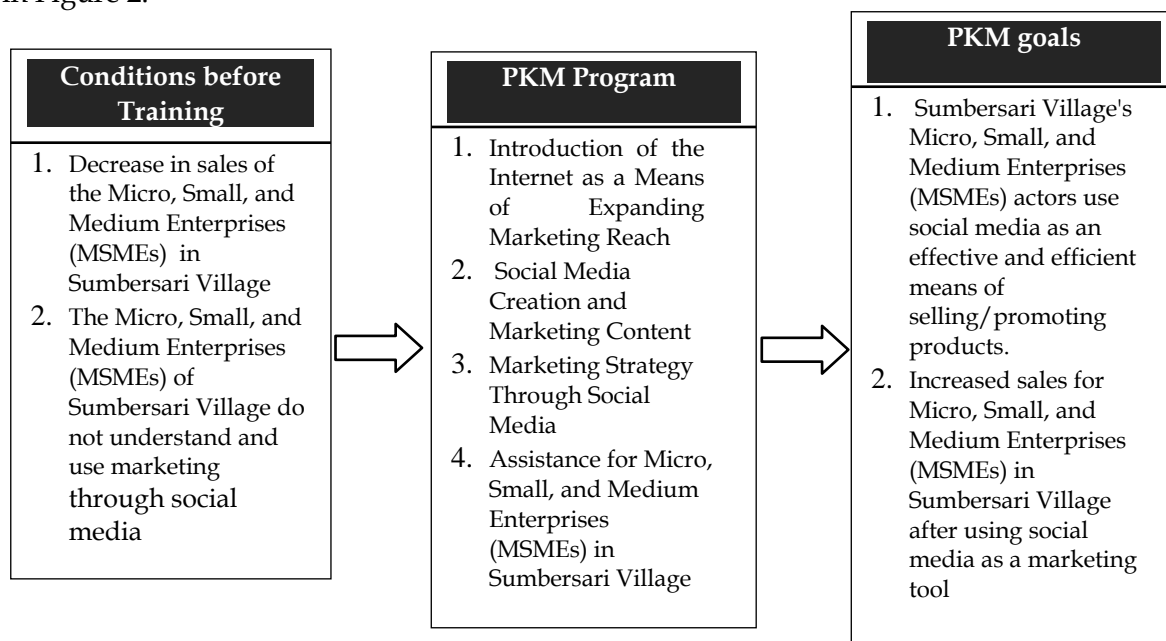


Figure 2: The PKM Program's Problem Solving Flow

In Summersari Village, Saradan District, Madiun Regency, East Java Province, training activities are carried out in a scheduled and structured manner by involving various parties, including Village Apparatus, Micro, Small, and Medium Enterprises (MSMEs), and community leaders.



3. RESULTS AND DISCUSSION

The date of this service activity was February 17, 2022. 5 hours were allotted for this meeting, with 60 minutes allotted for each material. Each participant provides a smartphone or computer with an internet connection and a personal email account that is already set up for communication.

The first meeting was attended by Micro, Small, and Medium Enterprises (MSMEs) actors from Summersari Village, Saradan District, Madiun Regency, East Java Province. This activity occurred on February 17, 2022. This activity was carried out at the house of one of the local village post in Summersari village. About 15 people attended this meeting. Figure 3 depicts documentation of activities at this first meeting:



Figure 3. Implementation of Training with Micro, Small, and Medium Enterprises (MSMEs) Actors

Many participants in this first meeting were unfamiliar with the internet in depth. Micro, Small, and Medium Enterprises (MSMEs) actors only have access to the internet for communication purposes, such as WhatsApp. This is sufficient to serve as the foundation for the introduction of information technology that can be used to develop the Micro, Small, and Medium Enterprises (MSMEs) business. This event continued with an introduction to information technology session and the creation of social media accounts after understanding and taking inventory of the products that will be sold later.

Participants who already have Micro, Small, and Medium Enterprises (MSMEs) actors in woven bag crafts must create social media accounts on Facebook and Tokopedia for this session. Following the creation of a social media account, this activity is carried on by filling in the content of the product to be sold. This session also covered the fundamentals of taking and editing good photos, the process of uploading photos to social media, and the use of social media features such as hash tag features, groups, followers, and so on.

The final session of this activity focuses on optimizing social media marketing to benefit Micro, Small, and Medium Enterprises (MSMEs) actors. The process of making this profit entails providing tips and unique ways for merchandise to be sold. This training resulted in the creation of social media accounts for participants and the optimal use of social media to generate profits. We assist participants in developing new business ideas. We provide opportunities to become a reseller of cosmetics, toys for children, frozen food products, and clothing. This session resulted in the formation of two to three new



businesses.



Figure 4. Closing of the training and group photo with Micro, Small, and Medium Enterprises (MSMEs) actors

4. CONCLUSION

The community service project in Summersari Village, Saradan District, Madiun Regency, East Java Province, is nearing completion. The technology transfer process with the Micro, Small, and Medium Enterprises (MSMEs) actors in Summersari Village can take place in a pleasant environment with discussions that can provide insight into solving partner problems. The Summersari Village Micro, Small, and Medium Enterprises (MSMEs) perpetrators agreed to optimize social media as a promotional tool to increase the number of sales for the Summersari Village Micro, Small, and Medium Enterprises (MSMEs).

The implementation of social media training in Summersari Village to increase sales of Micro, Small, and Medium Enterprises (MSMEs) products has generally gone well, thanks to the committee's cooperation and the support of various parties. However, there are several things to note after the activity has occurred, namely, the training participants require ongoing assistance after this activity, because there are still many training participants who are less able to design marketing content on social media and take advantage of social media features.

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