



STRATEGIES TO IMPROVE THE ECONOMY OF SUKAMENAK VILLAGE COMMUNITY AMID THE COVID-19 PANDEMIC THROUGH DIGITAL MSMES

Siti Fatonah^{*1}, M Fathurrahman Al-Arbi²

^{1,2}Universitas Bina Bangsa

Email: fatonah10@gmail.com*

ABSTRACT

This article aims to elaborate on Micro Small and Medium Enterprises (MSMEs) during the Covid-19 pandemic. The Covid-19 pandemic has made the majority of economic sectors, especially MSMEs, stagnant. The excesses of most MSMEs cannot develop and many end up in setbacks and even bankruptcy. This makes MSME business people in Sukamenak Village, Baros District, change their sales strategy through digitalization schemes. This digitalization scheme educates the public about utilizing market places (intermediaries) and using social media as a marketing technique. In addition, digital MSMEs must synergize with netizens in the marketing of products and services. Thus the digital MSME development scheme in Sukamenak Village can be one of the alternatives to save business people amid the Covid-19 pandemic. This article uses the method of devotional study by elaborating on various literature on the development of digital MSMEs. This article argues that the development of digital MSMEs has become an alternative rescue and the development of digital entrepreneurship in Indonesia through digital MSMEs during the Covid-19 pandemic.

Keywords: Health protocol, Pandemic Period, Awareness,

INTRODUCTION

Earlier people said that community service did not have to be professional. Today, some say that community service can be seen from doing small things that are unthinkable such as not cheating during exams or creating startups. According to the Directorate of Research and Community Service of the University of Indonesia (2011:4), community service or community service activities are activities that include efforts to improve the quality of human resources, among others, in terms of expanding insight, knowledge and improving skills carried out by the academic community as an embodiment of holy dharma and a form of concern to play an active role in improving welfare and empowering the wider community especially for the community. Therefore, students as agents of change are required to bring changes especially in educational issues related to the importance of digital literacy in MSMEs.

Currently, the world economy has almost stopped moving due to the coronavirus pandemic (covid-19). Helpless against creatures measuring 80-150 nanometers. It is not yet known when it can move freely before the covid-19 pandemic. Poverty is still complicated to overcome in developing countries, including Indonesia. Other problems such as social inequality, inequality of opinion, and others give rise to barriers between groups that cannot be avoided. Many underprivileged families have struggled to equalize

their economic lives, but many have not succeeded. Regulating household affairs in the economy, is closely related to regulating the fulfillment of household needs and the like. While household needs related to consumption, production, distribution and other investments

Based on the results of the Asian Development Bank (ADB) survey, there were 48.6% of Indonesian MSMEs that closed temporarily in 2020 and MSMEs that survived experienced a 30% decrease in demand due to pandemic covid-19. Therefore, the government encourages MSME actors to develop the market in the digital realm. By utilizing digital marketing, MSME actors can also increase the marketing potential of MSME products with a broader reach area. Because with digital marketing, the marketing area of MSME actors Sukamenak Village is around the environment of MSME actors and covers a vast area. It also has potential customers from different regions. In addition, MSME actors also get the potential of consumers from various regions because of the broad reach of the marketing area with digital marketing, it has an impact on the many potential consumers from various regions.

The business sector is one of the sectors hardest hit by the Covid-19 pandemic. Policies such as social restrictions and restrictions on community activities make actors in this sector twist their brains thinking about how to keep business activities or sales methods running. The government's policies include limiting store opening and closing hours, maximum capacity of buyers who dine in or eat on the premises, regulations if purchases can only be done on a take away or wrap, making MSME businesses experience a very drastic decrease in turnover. All operational activities that were previously carried out conventionally or directly, now need to shift to a more into-the-world of modernization. One way that can be done is to start implementing digitalization in the world of marketing.

This is why the UNIBA Student Work Lecture (KKM) participants, Sukamenak Village, carried out a work program themed "Strategies to Improve the Economy of Sukamenak Village Community Amid the Covid-19 Pandemic Through Digital Msme". Because of the PPKM policy (Implementation of Community Activity Restrictions) so that it cannot hold events involving the entire community of MSME actors, this activity is carried out by providing education through the implementation of Seminars and Webinars through the Zoom platform, where the target of this activity is the citizens of MSMEs who are in the sukamenak village area, Baros Subdistrict.

METHOD

This devotional activity uses seminar and socialization methods, as well as discussions. seminars are given through presentations in the form of power point presentations that are percentageed by speakers. After that, continued with discussion / question and answer sessions, to motivate and develop community service activities. This service was carried out at the expense of the self-help group of Students and Lecturers of Bina Bangsa University, elements of the village government, and the Director of BUMD Serang Regency who was invited as a source. The time and place of this devotional activity was held on Monday to Sunday, July 8, 2021 at the Ar-Raudhah Albantani Foundation Multipurpose Building, Sukamenak Village, Baros Subdistrict, Serang Regency.

RESULTS



Figure 1. Socialization Program on the Importance of Technology in Improving the Economy of Society

The development of digital-based MSMEs is one of the alternatives to save the MSME sector during the Covid-19 pandemic. However, the government with the Ministry of Cooperatives and SMEs has been trying to encourage digital transformation. That way the Covid-19 pandemic has made the growth of the digital entrepreneurship ecosystem. In this context, digital entrepreneurship is a form of business that utilizes the sophistication of digital technology, both processes to the marketing of products and services. In other words, all types of businesses that sell their products online either using websites or applications are included in the realm of digital entrepreneurship. The use of e-commerce applications and social media in digital marketing include the realm of digital literature. Thus, the future of digital entrepreneurship can be one of the sectors that will make many positive contributions to strengthening the Indonesian economy. It can be traced from the strengthening role of information technology in the business world.

Digital technology has changed the character and nature of more digital-based entrepreneurial models (Nambisan, 2017). Moreover, in an economic context, social media is increasingly opening up new business opportunities for the community in developing digital entrepreneurial models. If examined, digital entrepreneurship comes from the word "teknopreneur" which means "digital entrepreneur" from the combination of "technology" and "entrepreneur". In general, the word "technology" refers to the practical application of the science used to run the industry, including creating tools, skill development, problem solving, and so on. While the word "entrepreneur" refers to a person or group who creates a business with the courage to bear the risks and

uncertainties to achieve profit by identifying existing opportunities. The identification further confirms that digital entrepreneurship will give birth to many opportunities for the public to start entrepreneurship, especially at the MSME level.

It can be tracked because many digital entrepreneurship models offer solutions in convenience and comfort at cheaper prices and rates. However, a digital entrepreneur does not have enough capital on one or two capabilities in technology alone, but must also care about technological innovation supported by the discovery of creative ideas. Business development in the field of technology must still involve many actors, such as owners of creative ideas (digital entrepreneurs), research centers, capital providers and governments. Citing the study Chayapa & Cheng Lu (Permadi, et al, 2108) mentioned that several factors influence a person's decision to shop online shopping, namely;

1. Comfort. This factor is essential considering that most people start trying to avoid crowds to jostle when shopping in shopping centers. Thus the option to shop online shopping becomes a new alternative that can make it more effective.
2. Completeness of information. The presence of information technology makes access to information so fast and easy. This is coupled with the many platforms that have provided various information, rating features and reviews to provide reviews about the quality and information of a product.
3. Availability of products and services. Just by accessing the website, people can quickly find out the availability of goods without visiting the store. It can also help prospective buyers who are located far away from the store, with no need to visit but still buy goods online.
4. Cost and Time Efficiency. Some websites often offer prospective buyers the best prices by comparing prices in multiple stores at once. This price comparison becomes meaningful for prospective buyers. Moreover, the online shopping model can be done anywhere and anytime. In other words, the digital entrepreneurship model will encourage innovations to create a new ecosystem for MSMEs that can increase the productivity and welfare of the Indonesian people. In addition to

Community service activities through a seminar entitled "Strategiesto Improve theEconomy of Sukamenak Village Community Amid the Covid-19 Pandemic Through Digital Msmes" in Sukamenak Village, Baros Subdistrict, Serang Regency. Hopefully, this activity can be useful for the community, especially for MSMEs, to innovate and utilize technology in the marketing system amid the Covid-19 pandemic. The stages of devotional activities carried out by the work program are as follows:

Developing and inovning MSME products that must be done in marketing Golok, Knife, Sale, Cassava chips, are:

- A. Preparing Modal products Golok, Knife, Sale, cassava chips.
- B. Determine the type of products Golok, Knife, Sale, cassava chips according to consumer taste.
- C. Determine quality ingredients to increase the quality of the product.
- D. Utilizing technology will use online marketing to expand marketing, such as: creating instagram accounts, whatsApp, and Facebook.
- E. Packaging innovation so that it can attract the attention of consumers.

Marketing MSME Products as a result of activities from this work program done by using social media (online), such as Instagram, WhatsApp, and Facebook. The

benefits of media existence are very supportive for small businesses such as MSMEs, to facilitate marketing and introducing the product results of an MSME, so that the wider community knows it. Goods and services on the market can have uniformity between one product and another. This can happen because competitors immediately follow a successful product in the market by producing similar products, which gives rise to intense competition between companies and competitors. (Purwanto, 2008) With the media, the benefits are:

- a. Make target consumer search more effective
- b. Help find new consumers and expand the target market
- c. Increase product brand and promotion at minimal cost

CONCLUSION

The Covid-19 pandemic has made Micro Small and Medium Enterprises (MSMEs) stagnate until someone closes their outlets. This is because, changes in new habits with the implementation of health protocols impact the decline of people's purchasing power. In the context of indonesia's economy, the Covid 19 pandemic can finally encourage the creation of a new ecosystem, namely digital entrepreneurship. In other words, this ecosystem has encouraged MSMEs to start transforming into the digital realm. Even so, so far the government has been trying to encourage digitalization programs in MSMEs in Indonesia. It can be traced from the adaptation of MSME actors to use market palce and social media in digital marketing. The role of social media platforms has also become the main focus of MSMEs. Therefore, MSMEs are also starting to adapt using various supporting applications such as digital financial platforms. Digital transformation in MSMEs during the Covid-19 pandemic can finally make MSMEs re-develop their business.

Thus, the development of digital MSMEs during the Covid-19 pandemic can be one of the alternatives to save the MSME sector to continue to exist. However, efforts to develop digital MSMEs must also be supported by the role of the government and the Ministry of Cooperatives and SMEs. Because MSMEs still need a lot of support, guidance, and capital from the government during the Covid-19 pandemic. If there is synergy between MSMEs, the government and other supporting stakeholders, it can be ascertained that the digital transformation process of MSMEs will run perfectly. So that the government's target to increase digital-based MSMEs can be realized soon. In addition, the development of digital MSMEs after the Covid19 pandemic must also be a top priority of the government and all stakeholders so that the digital economy ecosystem in Indonesia continues to run well. Therefore, the development of digital MSMEs will also contribute to strengthening the digital entrepreneurship ecosystem in Indonesia.

In the end, this article argues that the development of digital MSMEs in the Covid-19 pandemic can be one of the alternatives to the development of MSMEs in the digital economy era. In addition, the development of digital MSMEs is also one of the strategies to save MSMEs to continue to exist during the Covid-19 pandemic. Furthermore, various digitalization development programs can accelerate the digital transformation process in Indonesia's digital economy ecosystem, making MSMEs compete on the international scene.

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