

OPTIMIZATION OF DIGITAL MARKETING AND MANAGEMENT FOR ENHANCE SUSTAINABLE DEVELOPMENT CREATIVE ECONOMY IN ECO-FRIENDLY CIPAYUNG GIRANG VILLAGE

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Abstract

Micro, small, and medium enterprises (MSMEs) are businesses that classified by their size, typically based on factors such as the number of employees, annual revenue, and total assets. They play a crucial role in the Indonesian economy, contributing to job creation, innovation, and local development. Several mechanisms that can be used to help advance the sustainability of MSMEs are through information systems technology such as digital marketing and management. One of the MSMEs businesses owners that exist in Indonesia is Metasgoni. Metasgoni was established in 2011, at Cipayung Girang Village, Bogor–Indonesia. Metasgoni faces several challenges, especially in the management aspect, where Metasgoni's bookkeeping services is still done manually and does not yet have a website for digital marketing needs, which is an important area for further development. The Institut Bisnis dan Informatika Kesatuan Community Service activity action is to optimize Metasgoni digital marketing and management so that Metasgoni can improve sustainable development as a whole.

Keywords: Digital Marketing and Management, MSMEs, Metasgoni

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) are one of the references for economic movement and turnover in Indonesia. The development and optimization of MSMEs is one of the strategies that the Indonesian government has implemented to advance the economy (Govindaraju et al., 2011)., (Govindaraju et al., 2010)., (Kementerian Koperasi et al., 2010). Micro, small, and medium enterprises (MSMEs) are businesses that classified by their size, typically based on factors such as the number of employees, annual revenue, and total assets. They play a crucial role in the Indonesian economy, contributing to job creation, innovation, and local development. Indonesian government strongly support the MSMEs life cycle through policies, financial assistance, and training so can enhance their sustainability and growth in purpose to benefiting the broader economy. All of these methods also involve the role of university academics for example, providing updated knowledge that is in accordance with the development of modern progress for MSMEs.

Some mechanisms that can be used to help advance the sustainability of MSMEs are

through information systems technology such as digital marketing and management (Pratiwi et al., 2024). Digital marketing and management can really help MSMEs business in specific domain such as to increase their capacity in reaching more potential customer (implement a digital marketing) then get strong organized business lifecycle and procedure with digital management. Digital marketing in help MSMEs promotion activity, can be done by several ways and mechanism. One of mechanism for digital marketing promotion can be enhance with social media, e-commerce platform, advertisement software and online store.

For the example, Instagram platform has Business Account features to allows MSMEs business owners enhance their business. Then there are online stores platform such as Shopee, Tokopedia, Lazada, and TikTok shop that can be used as a online places for MSMEs entrepreneurs to displaying and sell their products to the world (Pratiwi et al., 2024)., (Rachmawati, 2018). Off course all of this things can be happen linear with the existence of information systems and information technology especially internet connections. Other several benefits for using digital marketing in promotion domain such as get wide online product promotions, achieve more efficient use of time and resources, mobile based MSMEs entrepreneurs activity (help micro business owners to partner with larger companies), Prepare micro and small business owners for the Internet of Things era, where everything can be done through the Internet (Pratiwi et al., 2024)., (Rebecca, 2016).

Information systems technology not only can be used for digital marketing promotion, but also for business lifecycle and procedure. Strong organized business lifecycle and procedure is important in Micro, small, and medium enterprises (MSMEs). Information systems technology in digital management shape domain, can be used and enhance to cover this business lifecycle and procedure issues in MSMEs. Several digital management software that usually use in MSMEs business life such as word processing application (Microsoft Word, Google Docs, LibreOffice Writer, Apple Pages, WPS Office Writer), number processing systems (Microsoft Excel, Google Sheets, LibreOffice Calc, Apple Numbers, WPS Office Spreadsheets), presentation processing platforms (Microsoft PowerPoint, Google Slides, Apple Keynote, LibreOffice Impress, Prezi), software as services, e-billing/e-payment method, and many more (Tju et al., 2020)., (Prawati et al., 2020). At a more advanced stage in application of the information system technology domain in MSMEs, there are have even implemented an enterprise resources planning (ERP) module (Siswanto, et al., 2016) (Siswanto, et al., 2014).

One of the MSME businesses owners that exist in Indonesia is Metasgoni. Metasgoni was established in 2011, at Cipayung Girang Village, Bogor–Indonesia. Its business started from a strategic location near a tourist area surrounded by various business places. Based on the aspects of needs and limitations of income, Metasgoni utilizes his love for handicraft products by starting to develop creative handicraft businesses based on the use of waste such as recycled gunny sacks. The results of development of innovative Metasgoni products ranging from souvenirs to other unique items are marketed directly at tourist locations.

Along with the development of technology, Metasgoni began to develop its online sales mechanism and renew its raw materials from used gunny sacks to non–recycled materials or new gunny sacks. This was done by Metasgoni to be able to meet increasingly specific market demand. The core members of Metasgoni have grown to 10 (ten) people including the owner with 7 (seven) members of whom are skilled workers in the fields of sewing, cutting patterns,

and tidying threads. This conditions shows that as MSMEs, Metasgoni has met the required standards in the aspect of developing creative business products based on gunny sacks. However, Metasgoni faces several challenges, especially in the management aspect, where Metasgoni's bookkeeping services is still done manually and does not yet have a website for digital marketing needs, which is an important area for further development.

Currently, online marketing of Metasgoni products is still focused on the Shopee and Instagram applications which have succeeded in increasing Metasgoni sales to 25 (twenty five) to 30 (thirty) million rupiah per month. But Metasgoni still needs a strategy to strengthen the marketing team even more in order to maximize the potential of the Metasgoni brand and plan online sales content better. In terms of production activities, Metasgoni identified the need to improve sewing skills, especially in bag making which requires certain specific training courses. Metasgoni also needs several important operational tools for further development including Zuki standard sewing machines which are not yet owned or which may need to be updated, cangkleng machines, and embroidery machines.

This is because considering that currently, Metasgoni MSMEs still has to bring embroidery work to the market due to limited equipment. Related in efforts to increase the production capacity, Metasgoni MSMEs also plans to increase the supply of main raw materials. This raw materials namely gunny sacks, with an investment of around 5 (five) million rupiah per roll. This is one of a strategic step to meet the growing market demand and ensure that the quality of Metasgoni MSMEs products remains superior. Based on this background, Metasgoni MSMEs need further action to optimize its digital marketing and management so that Metasgoni can improve sustainable development as a whole.

SITUATION ANALYSIS

After conducting interviews and field surveys to the Metasgoni MSMEs, the Community Service Team has identified problems that have been agreed to be sought solutions for partners (Metasgoni MSMEs) namely:

1. Marketing Field

Metasgoni's marketing mechanism has evolved towards online sales and renewing raw materials to non-recycled to meet increasingly specific market demands. Online marketing focuses more on the Shopee and Instagram applications where in the current digitalization era, these two applications can be said to be the main catalysts of the current industrial revolution which has significantly changed the overall marketing landscape (Satria, et al., 2021), so it is very important for MSMEs to understand the strategic impact of this change in order to ensure their sustainability and competitiveness (Satria, et al., 2021). Therefore, Metasgoni aims to expand and push its marketing strategy into the online mechanism realm more deeply with the aim of significantly increasing sales turnover.

2. Business Management Field

In terms of management, Metasgoni still needs a deeper understanding of business management, especially financial reports and determining the cost of goods sold, where Metasgoni still applies manual bookkeeping. Management aspect is very important for the

success of any organization. It involves the activities of planning, organizing, coordinating and directing a group of people to achieve certain goals and objectives effectively (Satria, et al., 2021). Financial management itself is about controlling the flow of money in and out of an organization. Every business needs to sell products or services, pay expenses, balance the books, and file taxes (Satria, et al., 2021). For MSMEs, financial reports are useful to facilitate obtaining bank credit. In addition, through financial reports, MSMEs can find out production costs, the right selling price, profit or loss, tax obligations, cash flow, and business development (Mekaniwati, et al., 2020).

3. Production Field

Related to production activities, Metasgoni identified the need to improve sewing skills, especially in making bags that require certain training courses. Metasgoni also needs several operational tools that are important for further production development. These operational tools include standard postbed sewing machines. SIMARU Post Bed Sewing Machine is used for sewing hats, bags, shoes, sandals, leather wallets, and other curved/bent sewing materials. The machine has a 1 (one) year service warranty that is different from the 810 type, the 8365 type has a higher furnace, namely 43.5cm, suitable for sewing bags that are tall in size. In addition, Metasgoni also needs an embroidery machine. Given that currently, if there is an order for a bag with a manual embroidery motif with the Juki LZ 271 brand. Currently, Metasgoni still has to bring embroidery work to the market due to limited equipment, thus increasing operational costs again. In an effort to increase production capacity, Metasgoni also plans to increase the supply of its main raw material, jute sacks, with an investment of around 5 (five) million rupiah per roll. This is a strategic step to meet the growing market demand and ensure that the quality of Metasgoni products remains superior.



Picture 1. Metasgoni Production Activities

Source: (Personal Document)



Picture 2. Metasgoni Handbag Design

Source: (Personal Document)

The purpose of this activity is to empower the community by solving several problems faced by partners, related to the less than optimal use of technology in online product marketing, limited facilities in the production process, and the lack of understanding of business owners in business management. As a general solution, several steps have been identified to overcome these problems. The desired target results involve increasing productivity with the aim of increasing turnover and employee welfare in Metasgoni in particular, as well as providing a positive impact on the community as a whole.

IMPLEMENTATION METHOD

The stages of implementing the community service program include participation from partners and placement of students to implement the program which are regulated as follows:

1. Introduction and Preparation:

This initial stage after conducting interviews and socialization to target partners (Metasgoni MSMEs) also involves strategic planning and the establishment of a program framework, where the proposing team and partners together determine the goals, objectives, and methods of implementation. Preparation also includes initial training for students who will be involved in the implementation of the program.



Picture 3. Introduction and Preparation Activities

Source: (Personal Document)



Picture 4. Introduction and Preparation Activities

Source: (Personal Document)

2. Implementation:

At this stage, the predetermined methods are implemented according to the plan. This includes activities in the field or online, depending on the nature of the service program. Students, as part of a team, are given specific tasks to carry out, often under the guidance or supervision of a proposing team member or partner.



Picture 5. Implementation Activities and Training

Source: (Personal Document)

3. Partner Participation:

Partners are actively involved in all stages of implementation. This involvement can be in the form of providing resources, sharing knowledge and skills, and direct participation in activities held. This partner participation is critical to ensure that the service program runs according to the needs and conditions in the field.



Picture 6. Partner Participation and Training

Source: (Personal Document)

4. Monitoring and Evaluation:

Periodically, the proposing team and partners will monitor and evaluate the process and results of program implementation. This will allow for the identification of necessary improvements and adjustments to strategies to ensure the achievement of objectives.



Picture 7. Monitoring and Evaluation Activities

Source: (Personal Document)

5. Reporting and Reflection:

The final stage involves the preparation of a joint activity report and reflection between the proposing team, partners and students. This is an opportunity to share experiences, results achieved and lessons learned during the implementation of the program.

CONCLUSION

The Community Service Team has successfully implemented digital marketing and management at Metasgoni MSMEs. This is expected to help Metasgoni MSMEs in the future, in terms of improving marketing, promotion, and management of Mestasgoni MSMEs.

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