

SOCIALIZATION AND ASSISTANCE OF ON-BOARDING TRAINING TO INCREASE THE BRANDING OF FOSTERED MSMEs BANK INDONESIA BALI PROVINCE

Putu Suparna^{*}, Aditya Dewangga Sumarno

Universitas Pendidikan Nasional

Jl. Bedugul No. 39, Sidakarya, Kec. Denpasar Selatan, Kota Denpasar, Bali 80225, Indonesia

Email: suparna@undiknas.ac.id

Abstract

Service program activities through socialization and on-boarding training assistance to enhance the branding of MSMEs Fostered by Bank Indonesia Bali Province through the On Boarding Training program. The purpose of this socialization and mentoring is to analyze the effectiveness of the socialization and mentoring methods used, the level of understanding of Local MSME actors towards On Boarding, as well as its impact on the adoption of branding with digital assistance among MSME actors and the general public in Bali. Using the method of socialization and mentoring with interviews with MSME actors and the community that On Boarding training can improve Branding and be able to reach the desired target market, this socialization involves participants, MSME actors, the community and representatives of Bank Indonesia. The results of this socialization and mentoring show that the On Bording Training program has succeeded in improving the branding and understanding of MSME actors about On Boarding, and encouraging an increase in the use of digitally assisted branding in various local MSME sectors. This article also identifies challenges in the implementation of On Boarding Training and provides recommendations for future improvement of the socialization program.

Keywords: Branding UMKM, Digital, Sosialisasi, Pelatihan on Boarding

INTRODUCTION

The development of the use of digitalization is developing very rapidly, and many large and small business actors are taking advantage of this development to launch their businesses (Adrian & Sarjana, 2023). The existence of various competitors is one of the factors that makes business actors reluctant to participate (Agustina et al., 2023). Especially for Local MSMEs which is also a growth in the economy of Bali Province. MSMEs are family businesses that are able to manage employee stress effectively so that it greatly helps the government in overcoming the many work accidents in Bali (Sugiarti et al., 2020).

The MSME sector to the regional and national economy, there are still many obstacles or problems faced by this sector. The specific problems of MSMEs that need to be addressed are from the internal side which includes: licensing, accountability, digital media, and Human

Resources (Sidik et al., 2023). The external side includes factors such as infrastructure and skills. Therefore, Bank Indonesia has taken steps to support the development of MSMEs by implementing digital transformation in MSME actors. The acceleration of the growth of the MSME sector will be hampered by this digital transformation (Saripudin et al., 2021). One of the ways to implement the MSME policy used by Bank Indonesia is through the On Boarding program which is supervised by the supervisory board of Bank Indonesia Bali Province (Rahmawan & Anggraeni, 2022).

Bank Indonesia is an institution that has a focus on certain areas that is different from other institutional managers who also have concerns about the growth of MSMEs in Indonesia. Bank Indonesia considers MSMEs to be one of the crucial factors in strengthening the national economy, which is one of the most important aspects of economic growth (Latifah, 2024). In the community service program "Socialization and Assistance of On Boarding Training to Improve the Branding of MSMEs Fostered by Bank Indonesia Bali Province", it aims to increase the productivity of MSME employees and encourage digitalization among MSME actors, especially the Balinese people. Through a series of socialization and mentoring activities carried out at the Bank Indonesia Bali Provincial Office, this program is expected to support the digital transformation of Bali's economy. It is hoped that the experience and insight from this program can be a valuable reference for the implementation of similar programs in other regions in Indonesia.

IMPLEMENTATION METHOD

On Boarding Training has been introduced among MSME actors and the Indonesian community, but its implementation in Bali Province is still not optimal. This happens due to various interrelated factors. For example, the understanding among Balinese MSME actors about On Boarding Training and the trust of the advantages of this program, which results in an uneven understanding to use this program. Second, MSME actors and the community in Bali, which is the backbone of the regional economy, face challenges in the implementation of digitalization through branding for MSME actors to be able to compete for target markets nationally and internationally. Third, Bali's potential as an economic growth for local trade circles for the implementation of branding has not been utilized to the fullest, which can hinder the development of the digital economy in this region. Fourth, there is still a gap in financial inclusion in Bali, where some MSME actors do not have access to improving the quality of local MSMEs and digital financial services. Fifth, better than before the program was implemented. This increase shows the effectiveness of the Work Shop and Exhibition as well as the assistance provided. At the Bank Indonesia Bali Province Office, there was an increase in the adoption of the On Boarding training program by MSME actors after the socialization program. Many MSMEs that previously did not take advantage of the On Boarding training program which has now adopted it, shows the success of the program in encouraging the stages of the On Boarding program, namely, the first stage of becoming a Potential MSME and becoming a Leading MSME and becoming a Fostered MSME of Bank Indonesia Bali Province.

The On Boarding Training Socialization and Assistance Program to improve the Branding of MSMEs Fostered by Bank Indonesia Bali Province uses the main method, namely

Socialization and Assistance which is outlined in the work shop activities. The Work Shop is specifically designed to provide clear and easy-to-understand information about On Boarding Training. In the Work Shop, there is a strategy that is in accordance with the economic conditions in Bali, namely in terms of planning, implementation, and evaluation. Planning includes, first, conducting a Needs analysis, namely conducting a survey or interview with MSMEs fostered by Bank Indonesiaa Bali Province, to identify areas that need to be improved in terms of branding. Second, do the form of content, namely compiling material that includes the basics of branding, digital marketing strategies, and the use of social media. Third, create formats such as seminars, workshops and tools that will be used. and invited practitioners or branding experts to share their experiences and provide inspiration in improving the branding of Bank Indonesia Fostered MSMEs in Bali Province. After planning, the implementation includes: Promotion, which starts with remarks from Bank Indonesia representatives and an introduction to the purpose of the training. Second, carry out training sessions according to a predetermined schedule, including theory, practice, and discussion. third: Encourage active interaction or non-formal approaches between participants and trainers as well as between participants to share experiences and strategies. Finally, the evaluation includes the planning of advanced training programs or training with new relevant topics for MSMEs Fostered by Bank Indonesia in Bali Province.

RESULTS AND DISCUSSION

Socialization and Assistance are carried out by Planning to identify target targets for MSMEs that have the potential to start a digital era program, have a wide market appeal, analyze current market trend conditions, carry out branding strategies in terms of visual identity and create a structured catalog, conduct a timeline of activities before socialization and mentoring, and reduce the budget for socialization activities and mentoring (Kewo et al., 2023). Furthermore, it is carried out with an implementation that facilitates socialization and mentoring programs with the concept of open lectures for local MSMEs that provide a sense of comfort in discussions and encourage in a complex manner to innovate branding development which will be carried out step by step (Nurman Pradana & Kusuma Wardhanani, 2024). So that the last thing is done by evaluating the results of socialization and mentoring by conducting interviews and discussions in groups, monitoring recommendations from data owned by MSME actors, measuring the effectiveness of socialization and assistance provided to MSME actors, and preparing follow-up such as further training for MSMEs who cannot adapt to the progress of their businesses (Sekarwati & Hidayah, 2022).

Therefore, the results of the On Boarding Training Socialization and Assistance Program to improve the Branding of Bank Indonesia Fostered MSMEs in Bali Province, which was held at the Bank Indonesia Bali Province Office, have shown positive results in increasing the understanding and assistance of On Boarding training among the Balinese people, especially among Local MSMEs and MSMEs Fostered by Bank Indonesia Bali Province. The results of socialization and mentoring implemented through Work Shop activities show a significant increase in the understanding of all MSME actors. After the socialization, more respondents understood better than before the program was implemented. There are several stages in the process of the On Boarding Training format until finally it can

have a very complex Branding improvement and become an MSME Fostered by Bank Indonesia Bali Province. The On Boarding Training format is used to obtain information related to Roemah MSMEs in the Cerik business. Here are some of the stages in the process of this On Boarding Training format, including:

PROGRAM ONBOARDING UMKM POTENSIALTAHUN 2024 FORM LAPORAN MONITORING PERSE

Petunjuk singkat pengisian:
1. Isilah sel-sel yang berwarna kuning.

A. Profil UMKM

1. Nama Peserta	Nyoman Hadiana
2. Nama UMKM	Roemah usaha Cerik
3. Kategori Produk	Olahan Produk Pertanian
4. KPI&I Pembina	KPI&I Prov. Bali
5. Skala Usaha	Mikro (penjualan tahunan <Rp2M)
6. Pemanfaatan QRIS	Sudah menggunakan
7. Pencatatan Keuangan	Melakukan pencatatan sederhana
8. Pembiayaan	Belum mendapatkan pembiayaan

Figure 1. MSME Profile
Personal Documentation Source

B. Digitalisasi

1. a. Apakah UMKM memiliki SDM khusus untuk mengelola pemasaran online : Tidak

b. Jika Ya, berapa orang

2. Kapan pertama kali go : 2020-2022

3. Akun media sosial :

Medsos	Link	Grade (diisi KPW/Tanggal Gradin)
a. Facebook :	https://www.facebook.com/roemahusaha.cerik	C 31/05/2024
b. Instagram :	https://www.instagram.com/roemah_usaha_cerik/	A 31/05/2024
c. WhatsApp :	wa.me/6281246616080	A 31/05/2024
d. Lainnya :	https://www.tiktok.com/@pejalanpemandupegang	A 31/05/2024

4. Akun marketplace :

Marketplace	Link	Grade (diisi KPW/Tanggal Gradin)
a. Marketplace 1 :	Tokopedia	
b. Marketplace 2 :	Shopee	
c. Lainnya :		

Figure 2. Digitization
Personal Documentation Source

C. Kinerja Usaha

1. Penghasilan rata-rata per bulan sebelum mengikuti program onboarding

Penjualan offline	90.9%
Penjualan online	9.1%
Total Penjualan	

2. Monitoring hasil fasilitasi onboarding

Keterangan	Bulan 1	Bulan 2	Bulan 3	Bulan 4
a. Total Penjualan (Offline & Online)				
b. Total Penjualan melalui Media Sosial				
c. Total Penjualan melalui Marketplace/Website				
d. Total Penjualan offline				
Validasi	Sesuai	Sesuai	Sesuai	Sesuai
e. Komposisi Penjualan Online Pasca-Onboarding				0.00%
Apakah peningkatan kinerja penjualan online di atas sudah	Ya	Ya	Ya	
f. Frekuensi melakukan Live Selling (berapa kali)	1	1	>3	
(Sertakan link foto dokumentasi (jika dapat dibantu KPW))				

Figure 3. Business Performance
Personal Documentation Source

3. Pemahaman dan manfaat program onboarding	: Diisi dengan skala likert tingkat pemahaman/kebermanfaatan dari 1-6; dimana 1 = tingkat terendah, dan 6 tingkat tertinggi (cukup isi sesuai materi yang diikuti)			
		Materi	Tingkat Pemahaman	Kebermanfaatan
	A. Digital Presence	1. Digital Fundamental - Digital Mind		
		2. Introduksi Ekosistem Digital/Webs		
		3. Introduksi Artificial Intelligence (AI)		
	B. Digital Onboarding	1. Aktivasi Media Sosial untuk Bisnis		
		2. Aktivasi Toko Online di Marketplace		
		3. Aktivasi Website		
	C. Digital Marketing	1. Strategi Juakan di Marketplace		
		2. Introduksi Live Selling		
		3. Introduksi Program Afiliasi		
	D. Digital Operation	1. Adopsi Pembayaran Digital & QR		
		2. Membangun Jaringan Reseller & Distributor		
		3. Customer Relation Management (CRM)		
	E. Kewirausahaan	1. Perizinan/Legalitas Usaha		
	2. Sertifikasi Produk			
	3. Literasi Keuangan - SIAPIK			

4. Tantangan dan kendala optimalisasi pemasaran online	a. Keterbatasan infrastruktur dan sapsras (jaringan internet, jaringan logistik, gawai, dll)	Ya
	b. Kesulitan menguasai strategi pemasaran digital	Tidak
	c. Keterbatasan manajemen waktu dan SDM untuk	Ya
	d. Kesulitan untuk memenuhi permintaan dari pasar digital	Ya
	e. Lainnya, sebutkan	membutuhkan PC atau gawai yang lebih bisa memud

Figure 4. Business Performance
Personal Documentation Source

Despite its success, the program faces various challenges. In some local MSMEs, limited infrastructure, limited human resource management, and difficulties in meeting the demand from the inadequate digital market are obstacles in the implementation of On Boarding, in which they can become Local MSMEs that are able to compete in the target market of the digital era and become MSMEs Fostered by Bank Indonesia in Bali Province. In addition, a small number of business actors still show resistance to the adoption of new technologies. This program also contributes to improving MSME Branding. Many of the results of the On Boarding training format previously did not have access to digital services for coaching from the digital market, so they expressed interest in starting to participate in the On Boarding training program.

However, infrastructure challenges and the resistance of a small number of local MSME actors indicate the need for a more effective approach and assistance in the future. Closer cooperation with local governments is needed to address infrastructure issues, as well as more complex outreach approaches to reduce resistance.

CONCLUSION

In conclusion, the Socialization and Assistance of On Boarding Training program to improve the Branding of MSMEs Fostered by Bank Indonesia Bali Province has succeeded in increasing understanding related to On Boarding training and the branding system appropriately for the target market competition and the adoption of On Boarding significantly. Socialization and mentoring methods combined with a personal approach have proven to be effective. This program has paved the way for the digital transformation of Bali's economy, especially among MSME actors. The experience of this program can be a model for similar implementations in other regions in Indonesia.

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