

Community Economic Empowerment Through Human Resources Development in Digital Marketing Implementation BUMDES and MSMEs in Sindanglaya

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ABSTRACT

Technological developments at this time have a lot of very rapid progress. So its existence greatly impacts various aspects and dimensions, including marketing and sales dimensions. Many business actors are starting to switch to the digital world and leaving traditional activities. This service is carried out to develop human resources to utilize digital marketing in marketing and selling their products. The activity was carried out using a participatory method with 3 stages, namely: planning, implementation, and evaluation. In the implementation process, marketing activities are carried out by applying the Facebook fan page and sales media using the Shoppe application. Using these digital marketing activities can provide benefits in the form of reducing promotional costs, being easily indexed by search engines, strengthening relationships with customers, helping to find the right target market, and adding credibility to the products being sold. The enthusiasm of successful business actors for this activity has an impact on the knowledge and insights that have been obtained so that their businesses can be marketed and sold online. With so expected product sales profits are expected to increase.

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INTRODUCTION

Economic empowerment means ownership of factors of production, strengthening of mastery of marketing and distribution, strengthening the community in obtaining sufficient income, and obtaining information, skills, and knowledge in various aspects (Kartasmita, 1996). Activities in economic empowerment are carried out to strengthen knowledge and skills for those who are empowered, which has the aim of increasing living standards in developing businesses so that the economy can become better. The field of economics is multi-aspect. Therefore, the economy can be empowered through the community must become a policy of commitment and policy of all levels of society, government, or other institutions.

Rural is the smallest politics in government in Indonesia with all the potential that is in it starting from the many natural resources and the population (Rahayuningsih, Budiarto, & Isminingsih, 2019). To empower the economy it is important to implement it at the village level. Rural areas play a major role in carrying out economic empowerment which is the main area of rotation of economic activity in a country. However, until now the rural economy still has weaknesses, namely the quality of human resources and financial availability. (Wahed, Asmara, & Wijaya, 2020)

Business units in rural areas are important instruments in the wheels of the economy in Indonesia in the future. Because the issuance of Law Number 11 of 2020 concerning Job Creation provides many benefits for Micro, Small, and Medium Enterprises (MSMEs) and the Government. This can be seen from Village Owned Enterprises (BUMDes), MSMEs, and Cooperatives contributing 61% of Indonesia's total Gross Domestic Product (GDP) (Iskandar, 2020). Business units in rural areas are the backbone of the community's economy and can improve the national economy, especially after the recession caused by the Covid-19 pandemic.

In the current technological era, there are many very rapid advances. Many things from aspects of human life are due to this information technology. Its presence has a major impact in all aspects and dimensions. Likewise, with this in mind, the activities carried out by the community make it possible to collect, process, and share information (Febriyantoro & Arisandi, 2018). Statistics show internet usage in Indonesia in 2022 is more than 204 million people. The use of social media in Indonesia in 2022 is more than 191 million people with an average of more than 8 hours of internet use (WeAreSocial & Kepios, 2022). Some activities in Indonesia take advantage of this in conducting their business. The increasing number of competitors is a consideration for business actors to innovate to win the competition. Achieve target market share and increase sales by using a marketing communication strategy through available business platform platforms.

Digital marketing has become one of the most used solutions by business people as consumers are gradually leaving traditional marketing models and turning to modern marketing due to their new ability to follow digitalization trends. In digital marketing, communication and trade are possible at any time / real-time, accessible from all over the world, various products can be accessed via the Internet, and most of the information about various products is already on the Internet, making it very easy to order and possible for consumers to compare one product with another (Kotler & Keller, 2009).

Sindanglaya Village, located in Tanjungsang District, is one of the villages in Subang Regency. The village has the potential for business units, both UMKM and BUMdes with business areas in the fields of animal husbandry, agriculture, and food processing. The management has been carried out optimally, but the problem faced is in the aspect of Human Resources (HR) who still don't understand much about the use of digital marketing tools. Where it aims to be able to attract consumer interest so that it has an impact on the progress of sales activities and the community's economy for the better.

Based on the description that has been written in the previous paragraph, in this community service activity, the author intends to conduct HR development to utilize digital marketing in marketing and selling its products. Therefore, the author raised the title of the article "Community Economic Empowerment Through Human Resource Development in the Implementation of Digital Marketing BUMDes and Sindanglaya MSMEs".

METHOD

Article 20 paragraph (2) of Law Number 20 of 2003 concerning the National Education System explains that every Tertiary Education Institution is obliged to organize Higher Education Thridarma, one of which is community service. Community service is defined as an activity that contains efforts to improve the quality of human resources in the form of broadening insight, and knowledge and improving skills carried out by the academic community in the realization of dharma devotional care to play an active role in empowering the wider community and increasing welfare, especially for people who have a weak economy (Directorate of Research and Community Service, 2009).

In this service activity, the author carries out this activity the author approach using community empowerment. The community empowerment approach is an activity that has a process, it is hoped that it can improve and provide change to the quality of people's lives so that they become more prosperous and empowered to meet their needs in life to create self-reliance (Efendi, et al., 2021). Independence is the goal of empowering the community in the form of an increase in social, economic, political, and cultural aspects (Hendrawati, 2018).

Activities carried out in community service with community empowerment are carried out using participatory techniques. This Participatory Technique means an empowerment program that can provide a stimulus for community self-reliance with the stages of planning, implementing, and evaluating.

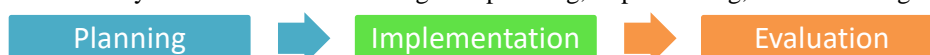


Figure 1. Community Empowerment Approach using Participatory Techniques

RESULTS

On this occasion, the author was given the task of doing community service in Sindanglaya Village, Tanjungsang District, Subang Regency. This Community Service activity was organized by the Institute for Research and Community Service, University of Subang. This activity will be carried out in the 2021/2022 Academic year with the Student Real Work Lecture course as the venue. The activities will be carried out from 16 July 2022 to 30 August 2022.

1. Planning

In the planning carried out observation activities in the village. The observation activities focused on village community business activities. Sindanglaya Village has a diversity of businesses owned by its people. The businesses owned by the community include agricultural products, animal husbandry, and food processing.



Figure 2. Observation Activities in Sindanglaya Village

In this activity, the author also conducted interviews with business actors from both UMKM and BUMDes of Sindanglaya Village. The activity lasts for one 5 (five) days of community service activities. In this activity, the conclusions presented in the SWOT analysis (Strengths), (weaknesses), Opportunities (opportunities), and (threats) in table 1:

Table 1. SWOT analysis

SWOT ANALYSIS	<i>Strengths</i>	<i>Weaknesses</i>
		1. Have a variety of products 2. Have a familiar product
	<i>Opportunities</i>	<i>SO</i>
	1. Increasing internet users in Indonesia 2. There are more and more sales platforms and are popular with the public	Introducing existing products widely on available digital platforms
	<i>Threats</i>	<i>ST</i>
	1. Start selling the same product online 2. People's interest has begun to shift to foreign-specific products	Carry out modern packaging so as not to lose to foreign products
		<i>WO</i>
		Utilizing fans page as a means of promotion and opening and managing online stores
		<i>WT</i>
		Conduct HR management and start to provide services online

After conducting a SWOT analysis, consolidation was then carried out with the local village to hold training events on the use of digital marketing on the Facebook fan page platform and online sales through the shopee application. With this activity being held, a positive response was received from business actors and the local village government.

2. Implementation

At this implementation stage, the authors and their team carried out training activities on the use of digital marketing facilities for MSME and BUMDes managers in Sindanglaya Village for the marketing process. This activity is packaged in the form of seminars and entrepreneurship training. The activity lasts for 1 (one) day in the middle of the service activity.



Figure 3. Entrepreneurship seminar and training activities

In this activity, several things were conveyed about the process of managing marketing facilities using the Facebook fan page. This is done to develop market reach. In addition, these facilities provide the advantage of reducing promotional costs, being easily indexed by search engines, strengthening relationships with customers, helping to find the right target market, and adding credibility to the products being sold.

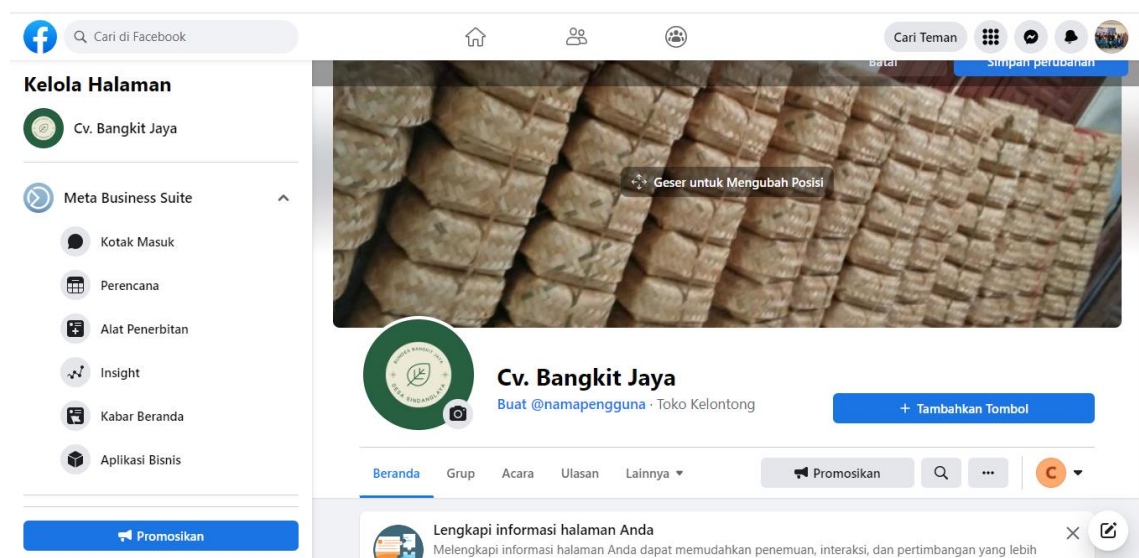


Figure 4. Sample training results for creating a Fanpage on Facebook

Furthermore, training on the use of e-marketplaces was carried out using the Shopee application. This e-marketplace will be used as an online store that is useful for virtual intermediaries between sellers and buyers. This platform plays a role in transactions for selling online and can be accessed by anyone with the condition that they are connected to the internet network. The creation of the marketplace aims to make business development easier, the market potential is very broad and provides various promos.

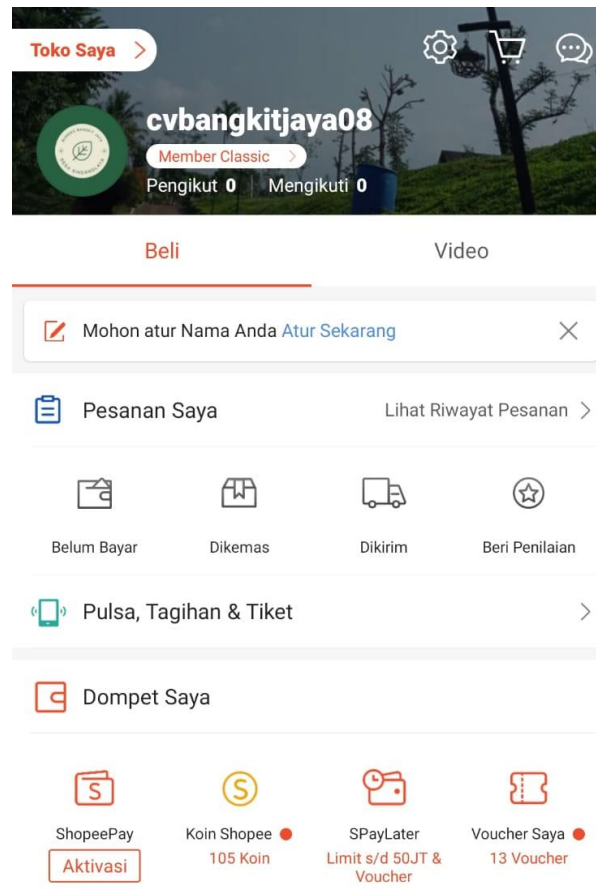


Figure 5. Sample training results for making e-marketplaces using shopee

With the creation of marketing and sales facilities through the Facebook fan page and shopee, it is hoped that MSMEs and BUMDes in Sindanglaya Village can become more advanced and provide more open employment opportunities so that the economy in Sindanglaya Village will become more prosperous.

3. Evaluation

After carrying out the training implementation activities above, an evaluation is carried out through discussion with the participants. The discussion was carried out through a question and answer process to participants about the impressions of the activities that had been carried out. The activities that have been carried out received a very good response from business actors and the local village government. The enthusiasm of successful business actors for this activity has an impact on the knowledge and insights that have been obtained so that their businesses can be marketed and sold online. With so expected product sales profits are expected to increase.

CONCLUSION

Based on the series of activities that have been carried out, the Community Economic Empowerment service activities through the Development of Human Resources in the Implementation of Digital Marketing BUMDes and Sindanglaya MSMEs are carried out using a participatory method. The method is carried out in three stages, namely: planning, implementation, and evaluation. This activity was carried out, focusing on providing training in building Facebook fan pages and using e-marketplaces using the Shopee application. These activities are carried out to make business development easier, the market potential is very broad and provides various promos. With so many advantages obtained by business actors in Sindanglaya Village.

Thank-You Note

The author thanks his teammates for carrying out this dedication activity. To the Institute for Research and Community Service at the University of Subang which has given the service assignment as well as the Village Government and business actors in Sindanglaya Village who have accepted the writer in this community service activity. Hopefully, this service activity can have a positive impact on all parties involved.

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