
MSME Entrepreneurial Assistance in Sumbersekar Village using E-commerce and Marketplace Applications

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Abstract. The strategic issue faced by the Sumbersekar Village government located in the Dau sub-district, Malang Regency in 2020 is the lack of community welfare development, despite the availability of superior human resources so which caused the stunting among rural communities. One of those lacks was community economic infrastructure development. The purpose of the MSME (Micro, Small and Medium Enterprises) Entrepreneurial Assistance activity in Sumbersekar Village is to provide IT infrastructure and its briefing to support MSME entrepreneurial economic activities amid the COVID-19 pandemic. The application in this activity expects to be solution (infrastructure). The activity was carried out through 6 stages: Expert judgment; Evaluation and revision of infrastructure; Developing curriculum and modules; Socialization and recruiting participants; Training and mentoring; and Evaluation of activities. The results of the overall evaluation are: The training is limited to participants and with a strict process because it is still in the *PPKM* (Indonesian abbreviation version of Implementation of Restrictions on Social Activities) period, the training facilities in the village are less than optimal so they are not comfortable for participants, the material deliverances is less than optimal due to meeting restrictions and limited absorption capacity of participants. The conclusion of the activity is: There is an increase in the expertise of the MSME entrepreneurship in Sumbersekar Village, MSMEs have a new way of doing entrepreneurship digitally using e-commerce and social media. The implementation of IT briefing for MSME entrepreneurs so that they can maintain their business amid this pandemic by migrating to e-commerce and marketplaces.

Keywords: Entrepreneur, MSME, E-commerce Application, Marketplace

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INTRODUCTION

Geographically, Sumbersekar Village is located at position 07°49.113" South Latitude and 112°33'56.285 East Longitude. Meanwhile, administratively, Sumbersekar Village is in the Dau District, Malang Regency, which is bounded by the neighbouring villages, that is, to the north borders Dadaprejo Village, Junrejo District, Batu City, to the west it borders Tlekung Village, Junrejo District, Batu City, to the south the borders Village Gadingkulon, Dau District, while on the east side it is bordered by Mulyoagung Village, Dau District. The distance from Sumbersekar Village to the District Capital is 3 km away, which can be reached within 5 minutes. Meanwhile, the distance to the Regency Capital is 30 km, which can be reached within an hour. Also, the distance from Ma Chung University, which is 9.5 km away or 25 minutes the minimum time required to arrive. The area of Sumbersekar Village is 435.70 Ha. The existing land area is divided into several designations which can be grouped as public facilities, settlements, agriculture, plantations, economic activities, and others. The implementation of rural development is going to work well if there were continuity between the aims of the village government and its community (Eko, 2015). This is the core of development in rural areas, following law number 6 of 2014 concerning villages. The strategic issue facing the village government in 2020 is the lack of community welfare development, despite the availability of superior human resources that caused the stunting among villagers. Such as the development of community economic infrastructures such as animal markets and tourism markets (Halim, 2020).

The purpose of the Sumbersekar Village MSME entrepreneurial assistance using the e-commerce and marketplace application is to provide IT provision to support MSME entrepreneurial economic activities amid the COVID-19 pandemic in form of assistance using the e-commerce application and marketplace as an effort to increase the village competitiveness. The benefits of assisting in the use of e-commerce and marketplace applications are:

1. As the village effort to support the growth and development of MSMEs for villagers,
2. A form of transforming MSMEs for villagers from conventional transactions to digital,

3. Presenting new ways for entrepreneurs and consumers to be able to buy and sell (Ernawati, 2019),
4. Expanding the reach of MSMEs and helping them develop their business, and
5. Acceleration by using available technology, especially e-commerce to keep the wheels of the MSME economy go around.

PROBLEM

According to the discussion above and the support of field observations and interviews with Village Officials, several problems can be formulated, namely:

- a. How to improve the economy of the communities of Sumbersekar Village in general and MSME entrepreneurs in particular amid the COVID19 Pandemic?
- b. How to provide IT provisions for MSME entrepreneurs so that they can maintain their business amid this pandemic by migrating to e-commerce and marketplaces?

METHOD OF IMPLEMENTATION

This service activity is carried out through 6 stages, namely. First, expert judgment; Second, evaluation and revision of infrastructure; Third, creating curriculums and modules; Forth, outreach and capturing participants; Fifth, training and mentoring; Last, evaluation of assistance program. First, expert judgment is the initial stage to bring together the proposing team and village officials who will coordinate this program. In detail, expert judgment activities include coordination and consultation with partners, which are Sumber Sekar Village MSME entrepreneurs to determine partner PICs and activity schedules; Compose an implementation schedule with PIC partners; Discuss training needs related to infrastructure.

During the evaluation and revision stage of the village infrastructure, the proposal team will survey to evaluate the available infrastructure in Sumber Sekar Village, especially the hardware that will be used by MSME entrepreneurs in training and mentoring. This was done to adjust to the technology version that will be distributed so compatibly to the hardware and operating system. The details of this activity are the evaluation of the place and room that will be used for training; The evaluation of supportive training hardware; The evaluation of hardware for the software minimum requirement.

The next stage is to develop training modules and curricula. Training and mentoring will be complemented by modules that will be provided by the team. Those modules are collected from search results on websites or their creation for special topics that are not available on the internet (Kendall, 2012). At the socialization and obtaining participants stage, the proposal team is aware that the new program needs to be socialized so that it can be beneficial to the villagers. Therefore this stage is going to do several things related to these efforts, namely: Prepare socialization material, at this stage the proposing team prepares a material plan for MSME mentoring and training activities that will be socialized to villagers; Implementation of socialization, at this stage the proposing team carries out explanation and socialization activities to the villagers about e-commerce for MSMEs; and last, registers the participants, in this activity the proposing team conducts registration of villagers whose are interested as the participants in MSME mentoring and training activities.

Next is the stage of implementing the training and mentoring itself. The following steps are: Make notifications related to the implementation of mentoring, at this stage the proposing team makes announcements on posters and banners regarding the schedule, the place, and material for implementing mentoring activities; Carries out training and mentoring activities, at this stage the proposing team is following the schedule those which have been determined before, to carry out E-Commerce mentoring and training activities for MSMEs and villagers; Provide materials and certificates to participants and tutors, at this stage the proposing team are going to provide materials and certificates to participants and involved tutors in this mentoring activity; Also, make a training report, at this stage after those mentoring activity, the proposing team are going to make a report and evaluate this activity. For the sustainability of this service program, it is necessary to carry out an evaluation stage. Therefore, the proposing team are going to make questionnaires at the beginning and end of the training to obtain data on whether this training has succeeded in providing benefits to all participants.

RESULT AND DISCUSSION

The results of implementing the activities in each stage are: The initial step is the team coordinating with partners by visiting them several times. Initial coordination was also done online using WhatsApp and email. Coordination with partners is carried out to reach an agreement regarding the training plan and details of the topics to be conveyed.

After that, the preparation of a training module consisting of 3 modules, namely: First, the e-commerce module with topics of discussion on how to register to become a seller, how to set up a store, how to add products, how to process products, send orders, converse with buyers, how to add accounts and withdraw balance; Second, WhatsApp for business (Wb) module with topics searching for Wb Applications, selecting accounts for Wb, transferring chat history, transferring data, completing profiles, filling tool schedules, creating catalogues, messages outside working hours, sentences of greetings, linking Wb accounts with Facebook; and Last, Ig or Instagram for business modules with topics tutorial on registering an Instagram Account, tutorial on creating an Ig Profile and Content (Along with Feeds, Captions and Stories, Marketing Strategies on Ig Feeds, Live, Story, Ads and Live Ig. After that, carrying out socialization activities and recruiting participants were carried out in 3 stages, namely: First, coordination with the appointed chairman of the MSME entrepreneur in Sumbersekar Village Partners to assist during a training session; Second, making invitation posters to facilitate socialization; Last, registering participants and creating participant only WA (WhatsApp) groups to facilitate communication and follow up. The activities can be seen in Figure 1.



Figure 1 Undergoing program activities

The results of the evaluation of community service activities are first, training is carried out with restrictions on participants and with strict health protocols because it is

still in the PPKM period; Second, training facilities in the village are not optimal so those are less comfortable for participants; Last, material delivery is not optimal due to meeting restrictions and limited participant absorption capabilities.

The impact of the training and mentoring activities on the use of the E-commerce and Marketplace Applications for the villagers turns out that it can improve the economy of the communities of Sumbersekar Village in general and MSME entrepreneurs in particular, which can be seen from the benefits of the activity, namely First, potentially to support the growth and development of MSMEs for villagers; Second, Forms of transformation of MSME villagers from conventional to digital transactions; Third, capable to presenting new ways for entrepreneurs and consumers to able to buy and sell; Forth, capability to expand the reach of MSMEs and help MSMEs develop their business.

Apart from that, training and mentoring activities for using E-commerce and Marketplace Applications for these villagers can provide IT provision for MSME entrepreneurs so that they can maintain their businesses amid this pandemic by migrating to e-commerce and marketplaces, where the impacts and benefits of accelerating the use of technology especially e-commerce in keeping the wheels of the MSME economy go around (Technology EIKON, 2021).

CONCLUSION

Training and mentoring activities on the use of e-commerce and marketplace applications for the villagers can improve the economy of the residents of Sumbersekar Village in general and MSME entrepreneurs in specific. Also, that could provide IT provisions for MSME entrepreneurs so they can maintain their businesses amid this pandemic. From the evaluation of the activities, it was also obtained that: First, mentoring and training were carried out with limited participants and strict health protocols because they were still in the Covid Pandemic; Second, the training infrastructure in the village is less than optimal, making it less comfortable for participants; Finally, the delivery of material is less than optimal due to meeting restrictions and limited participants' absorption abilities.

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Original Title:

Pendampingan Wirausaha UMKM Desa Sumbersekar menggunakan Aplikasi Ecommerce dan Marketplace

Abstrak. Isu strategis permasalahan yang dihadapi oleh pemerintah Desa Sumbersekar yang terletak di kecamatan Dau, Kabupaten Malang di tahun 2020 adalah membangun masyarakat yang sehat dengan SDM yang unggul sebagai upaya pencegahan Stunting di masyarakat desa, serta pengembangan Sarana Prasarana Ekonomi masyarakat. Tujuan kegiatan Pendampingan Wirausaha UMKM Desa Sumbersekar adalah memberikan pembekalan IT demi menunjang kegiatan ekonomi wirausaha UMKM ditengah pandemi COVID-19 dengan menggunakan Aplikasi Ecommerce dan Marketplace sebagai upaya peningkatan daya saing Desa. Kegiatan dilaksanakan melalui 6 tahap yaitu: Expert judgment, evaluasi dan revisi sarana prasarana, menyusun kurikulum dan modul, sosialisasi dan menjanging peserta, pelatihan dan pendampingan, serta evaluasi kegiatan. Hasil evaluasi secara menyeluruh yaitu: Pelatihan dilakukan pembatasan peserta dan dengan prokes yang ketat karena masih dalam masa PPKM, sarana prasarana pelatihan di desa kurang optimal sehingga kurang nyaman bagi peserta, penyampaian materi kurang optimal karena pembatasan pertemuan dan kemampuan penyerapan peserta terbatas. Kesimpulan kegiatan adalah adanya peningkatan keahlian pelaku UMKM warga Desa Sumbersekar, UMKM memiliki cara baru dalam berwirausaha secara digital menggunakan ecommerce dan sosial media. Terlaksananya pembekalan IT bagi wirausaha UMKM agar tetap dapat mempertahankan usahanya ditengah pandemi ini dengan migrasi ke ecommerce dan marketplace.

Kata kunci: Wirausaha, UMKM, Aplikasi Ecommerce, *Marketplace*