



Digitalisation assistance of semprong and simping Small and Medium Enterprises (SME) in Desa Taringgul Tonggoh Wanayasa

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ABSTRACT

Digitalisation is one of the steps in managing Small and Medium enterprises (SMEs) that now needs to be taken as technology develops. Business digitalisation by SMEs in Indonesia is still not implemented and paid enough attention, including by Taringgul Tonggoh Village, Wanayasa District, Purwakarta Regency. This results in several problems for SMEs founders, such as obstruction of product promotion and marketing activities, which can affect the development of SMEs themselves. So, digitalisation assistance is needed for SMEs so they can maximize digitalisation. This service was carried out in Taringgul Tonggoh Village to provide SMEs players with an understanding of the use of digital media in running SMEs. The methods used in this program are socialization, mentoring, and surveys. The results obtained from this program are an increased understanding of online product marketing and social media management for SMEs. This program also updates logos and labels and registers production house locations on Google Maps. Business digitalization can provide great opportunities for SMEs to increase buyer interest.

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ABSTRAK

Digitalisasi menjadi salah satu langkah dalam pengelolaan UMKM yang kini perlu dilakukan seiring berkembangnya teknologi. Digitalisasi usaha oleh UMKM di Indonesia masih kurang diterapkan dan diperhatikan, termasuk oleh Desa Taringgul Tonggoh, Kecamatan Wanayasa, Kabupaten Purwakarta. Hal tersebut mengakibatkan beberapa permasalahan bagi para pendiri UMKM seperti terhambatnya kegiatan promosi dan pemasaran produk yang dapat berpengaruh pada perkembangan UMKM itu sendiri. Sehingga dibutuhkan suatu pendampingan digitalisasi bagi para UMKM agar dapat memaksimalkan digitalisasi. Pengabdian ini dilaksanakan di Desa Taringgul Tonggoh, guna memberikn pemahaman kepada pelaku UMKM mengenai penggunaan media digital dalam menjalankan UMKM. Metode yang digunakan dalam program ini adalah sosialisasi dan pendampingan serta survei. Hasil yang diperoleh dari program ini ialah bertambahnya pemahaman mengenai pemasaran produk secara daring serta pengelolaan media sosial untuk UMKM. Selain itu, pada program ini dilakukan pula pembaruan logo dan label serta pendaftaran lokasi rumah produksi di Google Maps. Digitalisasi bisnis dapat memberikan peluang besar bagi UMKM untuk meningkatkan minat pembelinya.

Kata Kunci: Digitalisasi usaha; kuliah kerja nyata; UMKM

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INTRODUCTION

The potential of Micro, Small, and Medium Enterprises (MSMEs) across various regions in Indonesia, including West Java, continues to grow. This development is evident from the steady increase in the number of MSMEs in the province over the past few years. According to data from the Office of Cooperatives and Small Enterprises of West Java Province, as published on the official West Java website (see <https://opendata.jabarprov.go.id/id>, accessed in 2023), there were 6,257,390 registered MSMEs as of 2021. This figure represents a 5.83% increase from the previous year.

The presence of MSMEs has a significant impact on the economy. MSMEs contribute to job creation, enhance competitiveness, and drive economic growth (Firdausya & Omposunggu, 2023). Their development influences economic growth by generating economic activity across various sectors, thus helping to reduce poverty levels (Supriatna *et al.*, 2023). According to the Deputy Head of the Bank Indonesia Representative Office in West Java, MSMEs contribute 57.14% to West Java's Gross Regional Domestic Product (GRDP) (see: <https://www.youtube.com/watch?v=Tihgum7m0EY>). This is attributed to the continuous expansion of MSMEs in various regencies and cities throughout West Java.

One clear example of the role MSMEs play as a driving force of the nation's economy—particularly in reducing poverty and lowering unemployment rates—can be seen during the aftermath of the economic crises in 1998 and 2008. At that time, MSMEs were able to adapt and survive, even as many large companies went bankrupt and carried out mass layoffs (Suretno & Bustam, 2020). However, the MSME sector in Indonesia still requires special attention to address several persistent issues, including access to capital, production processes, the quality of human resources, and business management. These problems significantly affect the sustainability of MSMEs, as poor business management often prevents them from staying viable in the long term (Ilmi, 2021).

Today, the role of MSMEs in the economy is becoming increasingly prominent and impactful due to a shift in paradigm and changing societal conditions that make it easier for people to create various types of businesses in the form of MSMEs. These enterprises continue to grow over time in both quality and quantity, positioning MSMEs as a business platform with considerable potential. According to Setiani *et al.* (2020), the presence of MSMEs enables communities to improve their productivity, innovation, and self-reliance, thereby contributing to a more equitable Indonesian economy through increased household income. MSMEs play a vital role in society, particularly in addressing issues of poverty and unemployment (Khalida & Nurhalimah, 2023; Wijoyo, 2020).

According to data from the Office of Cooperatives and Small Enterprises of West Java Province, there are 117,790 MSME units in Purwakarta Regency. These MSMEs, spread across 17 subdistricts, are predominantly engaged in the food sector. The same agency also reported that 30,828 MSME units in Purwakarta Regency operate specifically in the food sector. Taringgul Tonggoh Village, located in Wanayasa Subdistrict, Purwakarta Regency, is considered a hub for various MSMEs. The food sector is the primary focus of MSME actors in Taringgul Tonggoh Village. Although the potential of MSMEs has developed significantly, there are still many aspects that need improvement and enhancement in their implementation (Putra *et al.*, 2020), such as expanding marketing promotion through digital platforms. Unfortunately, despite these promising potentials, MSMEs in Taringgul Tonggoh Village have not yet adopted digitalization.

According to Ilyas and Hartono in their book "*Konsep Digitalisasi. Digitalisasi UMKM dan Pertumbuhan Ekonomi*", digitalization is one of the crucial aspects that MSME actors must pay attention to and implement. Digitalization can have a positive impact on Indonesia's economy, as it is correlated with the increase in online buying and selling transactions (Angeline *et al.*, 2022). Therefore, adopting digitalization is essential for MSMEs to enhance their business sustainability. Nevertheless, as of now, 79% of the 4.6

million MSMEs in West Java have yet to undergo digitalization (see: <https://wartaekonomi.co.id/read445875/79-umkm-di-jawa-barat-masih-belum-melek-digitalisasi>, accessed in 2023).

The importance of digitalization lies in the various advantages it offers to MSME actors. Digitalization can help improve the overall performance of MSME businesses (Fauzi & Sheng, 2020). In addition, it facilitates easier communication between MSMEs and their customers (Octavina & Rita, 2021), and helps reduce costs, resources, and time (Kergroach, 2020). Digitalization also serves as an effective approach for engaging with consumers, allowing for rapid and timely product promotion in this Era 4.0. Therefore, it is a necessary step for MSMEs to take as a strategic effort or promotional tool to advance and grow their businesses.

Furthermore, the digitalization of MSMEs in rural areas still requires further development. Many MSMEs have yet to utilize the internet for marketing their products. This is largely due to the limited understanding of digital media and the digital economy among rural communities (Nurhayati *et al.*, 2021). As explained by Fadillah (2023), the understanding of digital media by MSME actors significantly influences how they utilize these platforms to market their products. A lack of technological literacy among MSME actors results in less effective marketing and sales of their products (Irianto *et al.*, 2022).

Opportunities for MSMEs to increase their productivity and sales efficiency are growing with the emergence of social media and internet technologies. On the other hand, many MSMEs still lack an understanding of how to manage digitalization for promotional purposes—including those in Taringgul Tonggoh Village. This is because MSME actors in the village generally lack sufficient knowledge or skills to enter the online marketplace. However, Taringgul Tonggoh Village possesses a wealth of potential for MSMEs. This potential can grow further and become more productive if MSME actors begin to adopt digitalization. Therefore, this community service initiative focuses on developing a mentoring program to support MSMEs in the process of digitalizing their businesses, aiming to improve their productivity and efficiency—specifically for the *Simping* and *Semprong Sedap* MSME owned by Bu Anah.

MSMEs and Their Crucial Role in the Economy

Micro, Small, and Medium Enterprises (MSMEs) are individually owned businesses or small-scale entities with specific limitations in terms of workforce size, sales volume, capital, and total assets. Typically, the technology used in their operations remains traditional, and the management of these businesses tends to be quite straightforward. Various definitions of MSMEs exist, one of which is provided by Azis and Rusland in their book *“Peranan Bank Indonesia di Dalam Mendukung Pengembangan Usaha Mikro, Kecil, dan Menengah”* (“The Role of Bank Indonesia in Supporting the Development of Micro, Small, and Medium Enterprises”). They explain that several indicators are commonly used to define MSMEs, including business volume, capital, asset value, net worth, and the number of employees.

Micro, Small, and Medium Enterprises (MSMEs) serve as one of the key pillars of Indonesia's economy, playing a vital and strategic role. MSMEs contribute not only to growth in major urban areas but also significantly influence economic development in rural regions (Hamid & Ikbal, 2017). With this awareness, support for MSMEs is essential, one of which is through empowerment initiatives. Empowering MSMEs is a strategic step toward strengthening the national economy's structure (Ukkas, 2017).

Furthermore, Sugiyanto *et al* (2021) explain that MSMEs are one of the sectors that play a crucial role in economic development. Additionally, MSMEs play a crucial role in driving economic growth and creating employment opportunities (Supardi *et al.*, 2021). The development of small and medium enterprises is expected to make a greater contribution to economic growth, making it an area of critical importance. Indirectly, MSMEs carry the mission of expanding employment opportunities, encouraging

entrepreneurship, preserving cultural heritage, and supporting national exports (Goso & Bachri, 2016). Thus, it can be said that MSMEs are a primary indicator of economic strength, with the potential to contribute positively to national economic growth and help achieve economic stability.

Business Digitalization

The digitalization of MSMEs (Micro, Small, and Medium Enterprises) refers to the efforts made by business owners to digitize their product marketing and sales processes. Simply put, in this advanced Era 4.0, technology has made it easier for entrepreneurs to sell and promote their products through online marketplaces and social media platforms. This presents a valuable opportunity for MSMEs to expand the reach of their products to a broader market.

Entrepreneurs can market their products through social media and even provide location information via mapping applications like Google Maps, making it easier for consumers to visit the MSME production site directly. Many MSME owners no longer require physical stalls or storefronts, enabling them to reduce operational costs. This shift is driven by technological advancements that have transformed the way sales and transactions occur—now taking place primarily through social media and e-commerce platforms, which serve as new avenues for business. Social media also has a significant impact on business growth due to its vast and unlimited reach (Puspitarini & Nuraeni, 2019; Herdiyani, 2022). Indirectly, it empowers the public to become distributors of information, making it easier for products to be promoted and shared (Handika & Darma, 2018). This creates a significant opportunity for MSMEs, while also encouraging them to develop digital skills to effectively manage social media in today's highly tech-driven environment.

Furthermore, the digitalization of MSMEs can bring positive impacts for MSME founders. As outlined by Agustina in “*Kewirausahaan Di Era Revolusi Industri 4.0*”, the benefits of digitalization include the ability to reach a broader market—both domestic and global—increased revenue and profits in line with wider market reach and growing product demand, the opportunity to build stronger customer relationships, and the enrichment of knowledge related to entrepreneurship, consumer behavior, sales strategies, and more. These benefits undoubtedly provide MSME owners with valuable opportunities to improve the effectiveness of their businesses.

METHODS

The method used in implementing the community service program on MSME digitalization consists of two stages. The first stage involves outreach and assistance for MSMEs. The outreach activities aim to raise awareness of the importance of digitalization in today's era. The assistance provided includes updating product logos and labels, creating social media accounts such as Instagram, Facebook, and WhatsApp Business, and registering the production site on Google Maps. The second stage involves surveying to evaluate the outcomes of the provided assistance. The results include the participants' understanding and implementation of digital tools in their businesses. These achievements may include the implementation of digitalization, product innovation, and the strategies adopted.

The empowerment activity, in the form of digital development through the MSME digitalization assistance program, focused on a single MSME: the business owned by Bu Anah, who produces *semprong* and *simping* in Taringgul Tonggoh Village. This MSME was selected based on its suitability and fulfillment of criteria, including willingness to participate, the nature of its products, and its potential. The assistance aimed to increase the business owner's knowledge in using and managing social media for business purposes. Several key activities were carried out during the assistance period: 1) Updating the product logo and label; 2) Creating and managing social media accounts, and 3) Registering the production site on Google Maps.

RESULTS AND DISCUSSION

The rapid growth of online marketing activities has positioned digital technology—particularly social media—as a crucial element in sustaining these activities. Based on data gathered in the field, the findings show that the Semprong and Simpung MSMEs in Taringgul Tonggoh Village hold strong potential for development through digitalization. In response to this potential, outreach and mentoring activities for the digitalization of the *Semprong* and *Simpung* MSME in Taringgul Tonggoh Village were carried out regularly and in stages.

Logo and Label Update

The logo and label were updated as part of a rebranding effort designed to provide comprehensive product information. The logo was revised to better clarify the identity of the *Semprong* and *Simpung* MSME. The label was designed to provide consumers with the necessary information about the product, including the brand name, product description, ingredients, food safety certification, social media account details, and a contact number for placing orders. The design and color scheme for the new logo and label were finalized following discussions with the business owner. **Figure 1** below shows the old label used for the *Semprong* and *Simpung* MSME products.



Figure 1. Product's Old Label
Source: Authors' Documentation 2023



Figure 2. New Logo
Source: Authors' Documentation 2023



Figure 3. New Semprong Label
Source: Authors' Documentation 2023



Figure 4. New Sipping Label
Source: Authors' Documentation 2023

Figures 2, 3, and 4 show the new logo and label designs for the *Semprong* and *Sipping* MSME products.

Creating and Managing Social Media Accounts

Research by Handini (2020) indicates that the majority of MSMEs lack a clear understanding of how to effectively manage social media to enhance their business productivity. This is also the case with the *Semprong* and *Sipping* MSME, which is the focus of this community service program. Since its establishment, the *Semprong* and *Sipping* business had not yet utilized digital media. Considering that social media is an essential aspect of the digitalization process, assistance was provided in creating Instagram and Facebook accounts—both of which are also directly connected to the business owner's WhatsApp Business account. This integration streamlines the ordering process for consumers, making it easier and more efficient. Instagram and Facebook serve as effective platforms for branding the business, as social media allows messages or information to be delivered through audiovisual means, utilizing both sound (audio) and imagery (visual). These platforms also support visual communication that combines elements of art, symbols, typography, images, graphic design, illustrations, and color in its presentation.

Further, to enhance branding on the social media accounts of UMKM *Semprong* and *Sipping*, training was provided specifically on how to create engaging content. This included techniques for taking photos and videos of the production process, packaging, and product displays. In addition, the mentoring activities involved collaborative learning on how to edit both informative and entertaining content using available photo and video editing applications. This was followed by guidance on utilizing social media features such as background music, clickable links, hashtags, and other relevant tools to maximize audience engagement.



Figure 5 *Semprong and Samping Instagram Account*
Source: Authors' Documentation 2023



Figure 6. *Semprong and Samping Facebook Account*
Source: Authors' Documentation 2023

Figures 5 and 6 illustrate the social media platforms designed to promote Bu Anah's *Semprong* and *Simping* business. The platforms currently used to promote the products are Facebook and Instagram, which are two of the most popular social media platforms across various demographics. Instagram and Facebook are considered effective for promoting MSME products as both offer "business" features that allow entrepreneurs to reach a wider and more targeted audience efficiently (Indika & Jovita, 2017; Hidayat, 2021; Maulida, 2021).



Figure 7
Semprong and Siping Social Media Content
Source: Authors' Documentation 2023

Figure 7 illustrates the type of content that will be uploaded to the social media accounts of Bu Anah's *Semprong* and *Siping* MSME. The content includes general product information, such as the product name, flavor variants, and other details. Additionally, video content will be developed and uploaded in the form of *reels*, showcasing the production process of Bu Anah's *Semprong* and *Siping*.

Content on social media is one of the most crucial elements; therefore, managing a social media account for an MSME should not be limited to account creation alone. It also involves content management, including introducing products and promotional materials designed to attract potential customers or buyers. Social media algorithms offer opportunities for MSMEs to enhance their promotional activities by creating and uploading engaging content. Thus, social media management becomes essential for MSMEs or any business field, especially when competing in the business world to increase visibility and customer interest (Istianingsih, 2019).

Registration of Production Location on Google Maps

Based on field data, it is not uncommon for customers to visit the *Semprong* and *Siping* production site directly to purchase products. Unfortunately, the production location had not yet been registered on Google Maps, and the site itself is located within a narrow alley, making it less visible from the main road. Therefore, as part of the digitalization assistance program, the exact address of the *Semprong* and *Siping* production site was registered on Google Maps in accordance with its actual location. This registration ensures that anyone wishing to visit can easily find the UMKM's production site.

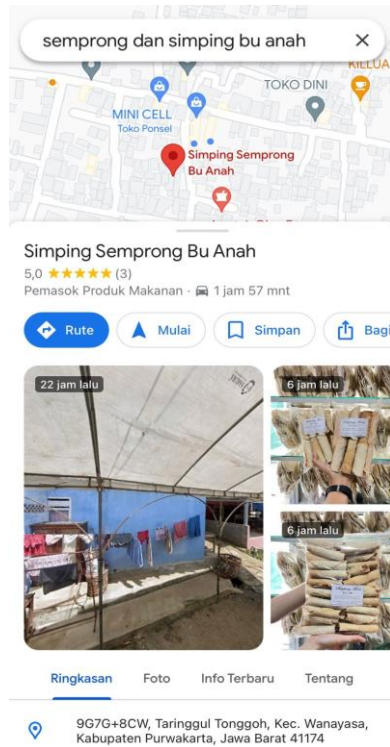


Figure 8
SME's Location on Google Maps
Source: Authors' Documentation 2023

Results of the UMKM Digitalization Assistance Survey

The digitalization assistance for UMKM was carried out in stages to ensure that UMKM owners could clearly understand the procedures implemented. Following the regular assistance, a survey was conducted to evaluate the program's outcomes. The results of this survey are presented in **Table 1** below.

Table 1
Survey Results of UMKM Digitalization Assistance

No	Before Mentoring	After Mentoring
1	Limited Knowledge on the Importance of Digitalization	Increased knowledge and understanding of the importance of digitalization and its tangible benefits
2	Limited Understanding of Social Media Content to Attract Buyers	Understanding content that attracts consumers and how to produce such content
3	Suboptimal market reach, limited business exposure to a wider audience, relying only on offline markets	Knowing and understanding how to create social media accounts and register the production location on Google Maps

Source: Community Service 2023

Table 1 shows the differences before and after the digitalization mentoring of the UMKM. Before the mentoring program, Bu Anah's Semprong and Simpang business was unaware that social media could be utilized to attract buyers. There was also a lack of understanding regarding digitalization in the business world. On the other hand, after receiving assistance and support in the digitalization process, the informant became aware and understood that UMKM digitalization is now an important aspect to focus on.

For UMKM founders who lack understanding of digital business management, assistance is necessary. Therefore, community service activities related to business digitalization coaching or mentoring serve as an encouragement for the community to improve the quality of their product promotion. With this encouragement, UMKM can grow and develop rapidly in terms of revenue, innovation, and readiness to face economic globalization (Prayogi & Kirom, 2022).

With the increasing number of micro, small, and medium enterprises (MSMEs) participating in the digital economy through e-commerce and social media, MSMEs have the potential to grow and improve more rapidly in terms of revenue, job creation, and innovation and competitiveness. Thus, they are capable and ready to face economic globalization, supporting the widely held belief that MSMEs are the backbone of the nation's economy.

A community service program with a similar concept was conducted by [Hasan et al. \(2022\)](#), which showed positive results, indicating that MSME practitioners increasingly understood the urgency and effectiveness of using social media as a means of product promotion. In this case, [Hasan et al. \(2022\)](#) found that MSME product digitalization can help expand marketing reach to an international level, reduce costs, ease purchase access for consumers outside the local area, and increase product appeal.

CONCLUSION

The rapid development of MSMEs, making them a key sector in Indonesia's economic growth, underscores the importance of MSME digitalization in today's era through empowerment and mentoring programs. The digitalization mentoring program was implemented to enhance the understanding of MSME actors on how to utilize and manage digital media in running their businesses. The mentoring provided to the Semprong and Siping MSME in Taringgul Tonggoh Village resulted in various benefits for the business owner. The outcomes include increased understanding of digital media, the creation of MSME social media accounts, production of product-related content, updated MSME logo and product label, and registration of the production site on Google Maps. Moving forward, the digitalization of this MSME can develop more optimally if there are dedicated human resources to manage its digital media.

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