

MARKETING EDUCATION FOR THE DEVELOPMENT OF LOCAL MSMEs IN BATULAWANG VILLAGE

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Abstract: *Marketing education is an important aspect in the development of micro, small and medium enterprises (MSMEs), such as Batulawang Village has high local potential, including natural resources such as agriculture, tourism, and local products developed through micro, small and medium enterprises (MSMEs). However, MSMEs actors in Batulawang Village still face challenges in understanding and implementing effective marketing strategies, especially in the current digital era. The purpose of this marketing education is to build awareness of the importance of developing MSMEs by introducing business licenses that can protect businesses and local products produced, in addition to providing assistance and checking local product food, making Business Identification Numbers (NIB) for free and holding marketing seminars for MSMEs actors in Batulawang Village*

Keywords: *Marketing Education, ABCD Method, Development, MSMEs, Batulawang Village.*

1. INTRODUCTION

Economic activities are efforts made to improve people's welfare. Along with the development of the times and rapid economic growth, economic activities have become increasingly important to meet the needs of people's lives. One of the key elements that can improve welfare is micro, small, and medium enterprises (MSMEs). MSMEs are considered a very strategic and widely influential sector of the national economy, making them one of the main foundations of the national economy. MSMEs play an important role in reducing poverty, especially in rural areas.

With the advancement of the times, MSMEs players need to adjust to marketing developments, especially by utilizing digital media that allows them to reach a wider market. Effective marketing is essential to ensure that products or services are accessible to more consumers. In today's digital era, where technological advances lead to increasingly digitally connected lives, MSMEs actors who do not follow these developments will face difficulties in marketing their products. In addition, business licensing is also an important aspect, such as business licenses that can affect consumer buying interest. Having a business license can protect MSMEs actors from demolition and control, provide a sense of security and comfort in running a business, and become a competitive advantage. Some of the necessary permits include Business Identification Number, halal certification, PIRT, and others. However, not all MSMEs actors are able to meet this requirement due to various obstacles, such as difficulties in using digital media such as Instagram, Facebook, and other marketplaces, as well as problems in managing business licensing. The development of Micro, Small, and Medium Enterprises (MSMEs) has a very important role in improving people's welfare, especially in rural areas. In the context of Batulawang Village, MSMEs activities not only function as a source of income, but also as a driver of sustainable local economic growth. With MSMEs, people can create jobs, reduce the unemployment rate, and increase purchasing power, which in turn contributes to poverty alleviation.

Marketing education is one of the important aspects in the development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia, especially in villages that have high local economic potential. Batulawang Village, as one example, has various potential natural resources and local products that can be developed. However, many MSMEs actors in this village still face challenges in terms of understanding and implementing effective marketing strategies, especially in the current digital era. Many business actors do not fully understand the importance of licensing and digital marketing in increasing the competitiveness of their products. Digital marketing is the key to increasing the competitiveness of MSMEs products. By utilizing information technology, MSMEs players can reach a wider market and increase the visibility of their products. Education about digital marketing not only provides knowledge, but also practical skills to MSMEs actors to utilize social media and e-commerce platforms in marketing their products. Through training and

mentoring, it is hoped that MSMEs actors in Batulawang Village can increase their family's income and welfare.

This educational program also aims to build public awareness about the importance of local products, so that it can encourage support from local consumers. Thus, the development of MSMEs through marketing education is expected to make a significant contribution to village economic growth and improve the standard of living of the community. Therefore, Real Work Lecture (KKN) students from UIN Sunan Kalijaga YOGYAKARTA took the initiative to provide assistance and education to MSMEs actors in this village. Through the KKN program, students play the role of problem solvers and facilitators in increasing the capacity of MSMEs actors. By using the Asset Based Community Development (ABCD) method, students are expected to be able to identify and develop the potential in the village, as well as assist MSMEs actors in overcoming the obstacles faced, such as product marketing through digital platforms and business license management. This activity aims to empower the community and encourage more inclusive and sustainable economic growth.

Basically, Real Work Lectures (KKN) are a form of direct student service to the community. After obtaining lecture materials, students are expected to be able to apply them in the community. In this activity, students not only contribute their knowledge, technology, art, and religion, but also innovate to provide benefits that have not been accepted by the community. The goal is for the community to feel enthusiastic about the presence of KKN members in their villages.

One of the activities that we carry out in the village is a seminar on entrepreneurship and helps make free NIB to improve people's skills in running or starting a new business. We also focus on assisting MSMEs actors to develop their businesses through digital platforms. Based on observations and interviews with the Village Head and the Head of Cilempuyang Village, this service work program aims to improve and develop MSMEs in the village.

2. METHOD

Contains an explanation of the type of research, data collection methods, tools and materials, and research work procedures . For convenience, each section can be written in sub - chapters . The numbering of sub-chapters follows the chapter above. The examples are as follows:

Batulawang Village is located in Banjar City, West Java, known for its village full of cultural values and local wisdom, has interesting natural and economic potential to be developed. Geographically, the village is surrounded by hills and lush green land, making it an area with great potential in agriculture and plantations. In addition, Batulawang Village also has the potential for independence and entrepreneurship, especially in the micro, small and medium enterprises (MSMEs) sector. Many villagers run their own businesses by producing handicrafts, processed food and beverages, and agricultural products. Along with the development of MSMEs in Batulawang Village, this sector has become the driving

force of the economy. However, these results are not optimal because most of them do not have a clear target market.

The implementation of this community service uses the ABCD (Asset-Based Community Development) approach which emphasizes the use of assets and potential owned by the community as the main foundation in the empowerment process.¹ The ABCD method is an alternative to community empowerment by utilizing existing assets. This asset includes various potentials owned by the community, this potential can be used as a tool in implementing empowerment programs. This potential can be in the form of wealth in oneself, such as: intelligence, care, mutual cooperation, togetherness, or in the form of the availability of natural resources (SDA). Through a sustainable asset-based approach, communities can build independence which has an impact on increasing income and welfare.²³ The implementation of empowerment using the ABCD method involves several stages, including:

1. *Discovery* (Asset Research)

The Asset Research Stage is an effort to identify and collect information about the assets and potential owned by Batulawang Village, so that it can be the basis for designing and implementing community empowerment programs.³ This stage is carried out through direct interaction with the community through observation and interviews. We communicate with village heads, village officials, hamlet heads, TP PKK part of POKJA II who is responsible for MSMEs and also MSMEs actors in Batulawang Village. The purpose of this stage is to understand the obstacles faced and identify the strengths that can be utilized by the community, so that the implementation of this service activity can run more smoothly.

2. *Dream*

The dream stage refers to the vision or ideals expected by MSMEs actors in Batulawang Village regarding the future they want, by developing a plan based on creativity and collective aspirations. This stage is a continuation of the *discovery stage*, which serves as motivation and guidance in achieving goals through the expectations of the community.⁴ However, MSMEs actors in Batulawang Village still

¹ Dian Kusumawardani, "Getting to Know the ABCD (Asset-Based Community Development) Approach", *KejarCita*, accessed August 30, 2024, <https://blog.kejarcita.id/mengenal-pendekatan-abcdasset-based-community-development/>.

² Sidik, A., et al. "Assistance and Socialization to MSMEs with the ABCD Method as an Effort to Improve the Community Economy". State Islamic University Prof. K. H. Saifuddin Zuhri Purwokerto, Vol. 2(1). 2023, p. 131.

³ Oxford Academic, "Asset Mapping as a Research Tool for Community-Based Participatory Research in Social Work," accessed August 30, 2024, <https://academic.oup.com>.

⁴ McKnight, J. L., & Kretzmann, J. P. (1993). *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*.

face obstacles, especially in the aspects of marketing, checking food quality and registering for NIB (Business Identification Number). This obstacle is caused by the low literacy of traders and managers in attracting consumer interest in their products, lack of understanding of digital marketing, checking the quality of food products, the NIB registration process, and limited knowledge about *the market place*. Many MSMEs actors feel that it is enough to sell products in the village environment.

To overcome this obstacle and realize the expectations of MSMEs actors, various efforts have been made to increase the marketing of MSMEs in Batulawang Village, including through socialization and marketing education through the seminar "Building Strong and Sustainable MSMEs in the Digital Era", introduction of local products, assistance in checking the quality of food products and assistance in obtaining NIB.

3. *Design*

This stage is a phase where a community or group collectively develops a concrete action plan based on previously identified dreams and assets. At this stage, the community begins to design strategies to achieve the goals that have been set by utilizing existing assets, both physical, social, and human resources. In addition, strategic steps are mapped through discussions and collaborations to realize their vision.⁵ This plan includes education on digital marketing literacy (branding, product promotion through social media), product registration on the NIB

(Business Identification Number), and assistance in checking the quality of food products.

4. *Define*

At this stage, the community defines the goals and problems it wants to solve, and begins to implement any strategies that have been designed in the previous stage. This process involves dialogue and active participation from all community members by emphasizing the importance of individual contributions and the utilization of existing assets.⁶ The work program implemented to help MSMEs includes the holding of a Seminar "Building Strong and Sustainable MSMEs in the Digital Era". In this activity, MSMEs actors are given education about digital marketing, product branding, promotion through social media and how to identify shortcomings and weaknesses to build a resilient and quality business in the digital era. In addition, assistance is provided to MSMEs actors in checking food quality and registering Business Identification Numbers (NIB). The Define stage can help this service have a clear direction from the beginning, ensuring that the development of

⁵ *Ibid.*

⁶ Mathie, A., & Cunningham, G. (2003). From clients to citizens: Asset-based Community Development as a strategy for community-driven development. *Development in Practice*, 13(5), 474-486.

MSMEs is not only based on solutions offered from outside, but also comes from the strength that exists within the community itself.

5. *Destiny* (Do)

The *Destiny* stage is the final phase in the community empowerment process using the ABCD method. At this stage, the main focus is on the implementation and sustainability of the previously designed strategy. Concrete steps are taken to achieve the goals that have been set, ensuring that the desired changes can be realized and maintained in the long term. In the context of MSMEs, this stage involves the implementation of a marketing strategy that has been prepared and ensures its sustainability. Activities at this stage include checking food quality, assistance in making Business Identification Numbers (NIB), and marketing education to improve skills. At this stage, evaluation and monitoring of the effectiveness of the strategy are carried out periodically to control the achievement of the mentoring program.

6. Reflection and Evaluation

This stage is not included in the implementation stages of ABCD but it is important to do, especially after completing the activity program. The goal is to ensure the effectiveness, impact, and sustainability of the work programs that have been implemented and to identify necessary improvements. This stage is important to assess the extent to which the work program formulated and implemented using the ABCD method has an impact on change and sustainable benefits for MSMEs in Batulawang Village. Comprehensive evaluation aids in the refinement of the program and ensures that the results achieved can be maintained and expanded in the future.

For example, reflection on the marketing education program, which includes digital marketing training and product branding strategies, requires an assessment of how effective MSMEs actors in Batulawang Village are in applying the knowledge gained. Discussions with trainees are conducted to evaluate their understanding of digital marketing concepts and their application in their efforts.

The creation of a Business Identification Number (NIB) is an important step for business legalization and access to various government programs. Reflection at this stage includes an assessment of the administrative process that has been carried out, as well as feedback from MSMEs actors regarding the ease or difficulties they face in obtaining NIB. This helps identify areas that need improvement in the registration process and provides insights to simplify the procedure in the future.

Checking the quality of food products is an important aspect to ensure that the products produced meet quality and safety standards. Reflection at this stage involves evaluating the results of the checks as well as feedback from producers on the benefits of these activities. This assessment aims to determine whether the checking helps in improving the quality of the product and whether there are any changes needed in the checking process.

3. RESULTS AND DISCUSSION

Asset-Based Community Development (ABCD) is a community development approach that focuses on the potential and strengths that already exist in the community. Assets are resources owned by the community, which can be used to encourage the growth and development of the community. The ABCD approach is considered the right approach for this MSMEs mentoring work program because it is considered more effective in exploring and developing the local potential of a village. Through community empowerment, both individuals and groups, this approach aims to improve the quality of life and welfare of the community. So that the community will have strength for the present and the future.

The stages of the ABCD method that we carry out are by observing what businesses are carried out by the community in Batulawang Village, conducting research by going directly to the community as well as recording the development of their respective businesses, designing programs that can later help MSMEs actors, providing assistance with the community who are also MSMEs actors. **a. Asset Mapping**

The asset mapping stage starts from looking for the potentials in Batulawang Village by means of observation and interviews with the Head of Batulawang Village and several existing village officials related to MSMEs in the village. After getting recommendations from villages related to MSMEs in Batulawang Village, it was followed by direct observation to MSMEs locations including Arendi Ant Sugar, Karang Sari Banana Sale and several existing business actors. From the data found from the results of observations and suggestions from the village, we decided that Sugar Ant Arendi Sale Banana Dua Putri and Banana Sale Karang Sari which are the main assets of MSMEs owned by Batulawang village. We decided to have training on the application of technology, especially digital marketing, because we felt that there was a lack of MSMEs actors who understood this matter.

Second, hold discussions with MSMEs actors in Batulawang village. At this stage, MSMEs actors together with researchers discuss what are the shortcomings of MSMEs actors and solutions related to these problems. From the discussion, it was found that the majority of MSMEs actors in Batulawang Village are lacking in marketing and digital marketing, it can be seen that most MSMEs actors do not have stores on online platforms such as Shopee or the like.

b. Implementation of activities

The application of the ABCD motto is useful for encouraging active community participation to achieve sustainable MSMEs development in the digital era. In achieving sustainable MSMEs development in the Digital era, we carry out several stages, including:

1. Introduction and direct observation to MSMEs

Directly visit MSMEs business premises to see the production process, environmental conditions, and facilities and infrastructure used. This initial stage aims to understand the real conditions of MSMEs in the field, including the products

produced, the production process, and the challenges faced. Through this introduction, it is hoped that it can identify the main potential and problems that exist.

2. Buffering and checking for borax and formalin content

This stage is a special request from the PKK Mobilization Team (Family Welfare Development) team where the TP PPK oversees the Batulawang Village POKJA II Team which takes care of MSMEs actors in the village. In addition, this stage is carried out to educate MSMEs actors about the risks of using hazardous materials and their impact on consumer health by conducting product sample tests to detect the presence of borax and formalin content.

3. Identification and creation of Business Identification Number (NIB)

Assisting MSMEs actors in obtaining business legality through the creation of NIB. NIB is an identity for business actors that facilitates access to various services such as financing, halal certification, and other ease of doing business. In its implementation, we meet and assist MSMEs actors in the online NIB registration process through the OSS (Online Single Submission) system. The output of this activity is the issuance of NIB for MSMEs actors in the village to provide guidance related to the use of NIB for business purposes.

4. MSMEs seminar related to Marketing

Providing a deeper understanding of marketing strategies, both conventional and digital, to MSMEs actors. This seminar aims to improve their ability to market products effectively and sustainably. In its implementation, we invite practicals and experts in the field of marketing to provide materials related to marketing, branding and digital marketing strategies on online platforms. In the seminar, discussions related to the business of MSMEs actors were also held with the presenters.

c. Networking and Evaluation

Table 1 presents a comparison before and after the implementation of the program for MSME actors in Batulawang village.

Table 1. Activity Evaluation

No	Before the Implementation of the Program	Program Process	Post Program
1	Some MSMEs actors do not have a Business Identification Number	Accompanying and assisting MSMEs actors in the online NIB registration process through the OSS (Online Single Submission) system	The majority of MSMEs actors in Batulawang village have issued their business NIB
2	Do not have expertise in digital marketing of MSMEs products.	Educational training related to digital marketing and marketing	MSMEs actors understand how to digitally market and marketing strategies

Program participants who are MSMEs actors in Batulawang Village have improved in terms of licensing. Initially, the MSMEs actors did not have an NIB where it could hinder their own business. Apart from that, NIB regulation is also one of the requirements for obtaining halal product certification from MUI which can also boost the progress of MSMEs actors.

Apart from that, MSMEs actors in Batulawang Village are also improving in terms of marketing their products. Initially, they used conventional marketing techniques but after the mentoring program, they began to implement digital marketing strategies that were more adaptive to the rapid development of technology. Not only that, the products sold have been developed through product design updates and packaging designs so that they look more attractive and meet industry standards.

4. CONCLUSIONS

The mentoring program for MSMEs actors in Batulawangan village through the ABCD (*Asset Based Community-driven Development*) method has succeeded in providing superior product innovations so that they can be sustainable and develop. This mentoring program adds *skills* for MSMEs actors such as providing a deeper understanding of marketing strategies, both conventional and digital, to MSMEs actors. This seminar aims to improve their abilities to be more effective and sustainable. In its implementation, we invite practitioners and experts in the field of digital marketing, in addition to implementing the tri dharma of higher education, this community service has supported the government's program in helping MSMEs actors to be able to compete in the global market so that they can prosper the surrounding community, especially MSMEs actors.

However, there are several suggestions for the continuation of this program, especially to Working Group II. Among them, guidance and direction are needed for MSMEs actors on marketing strategies and halal certification, so that MSMEs actors are more competent in marketing products and have selling value, so that they are able to compete in the digital era.

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