

COMMUNITY SERVICE: EMPOWERING MSMES THROUGH OPTIMIZING THE USE OF DIGITAL MEDIA AS PROMOTIONAL MEDIA IN KAJORAN VILLAGE

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Abstract - *This service research aims to hold activities in order to improve the knowledge and skills of human resources in the field of promotion by utilizing digital media. The activity chosen was a workshop with the theme "Optimizing Digital Media as Promotional Media". The method used in this study is Asset Based Community Development (ABCD). The results obtained are interactive workshop activities and targeted follow-up plans.*

Keywords: *MSMEs, Digital Media, Promotion*

1. INTRODUCTION

Tri Dharma is a university in Indonesia that aims to produce superior, responsible and beneficial human resources to society. The Tri Dharma of higher education includes education, research, and community service. Tri Dharma directs students to carry out social services as a place to deepen their academic and non-academic abilities, and as self-service to institutions and the community (Chudzaifah et al., 2021). This community service program can be carried out in various forms such as community education, community training and community service. The main purpose of this program is to apply science and technology for community empowerment in order to produce changes in knowledge, skills, and attitudes of the target community group (Emilia, 2022).

One of the groups that can be targeted in community service is MSMEs. MSME is an abbreviation for Micro, Small, and Medium Enterprises which basically refers to businesses or businesses carried out by individuals, groups, small business entities, and households (Vinatra, 2023). Indonesia as a developing country makes MSMEs the main foundation of the community's economic sector, this is done to encourage the ability of community independence, especially in the economic sector (Suhali et al., 2023). Micro, Small, and Medium Enterprises (MSMEs) have long been the backbone of the economy in many countries, including Indonesia (Hasan & Rohman, 2024). MSMEs have an important role in creating jobs, driving economic growth, and improving people's welfare. In this context, the improvement of the MSME sector has great potential to have a positive impact on the welfare of the community.

An important thing that must be considered in increasing the potential of MSMEs is marketing. Marketing is strategic planning aimed at fulfilling the desires and aspirations of customers to achieve the desired profits through the process of exchange or transaction (Rambe & Aslami, 2022). In recent years, the marketing industry has been transformed by the growth of information technology. Technological advances today take advantage of the role of the internet and mobile devices to develop businesses owned online so as to enable the reach of a wider market (Tuntang et al., 2023). Another advantage of Digital marketing is that it makes it easier for business actors to monitor and provide all consumer needs and desires. In addition, consumers can also search and get the desired product information so that the search process is easier without having to meet face-to-face (Septira et al., 2022). Seeing the many positive impacts of digital marketing, it is hoped that MSME actors will be able to make the best use of online platforms.

However, in reality, based on preliminary research conducted through interviews and observations in Kajoran Village, digital marketing has not been utilized optimally. This is due to several factors, one of which is the limited skills of human resources. Therefore, the community service in Kajoran Village chose to empower MSMEs through a workshop on optimizing digital media as a promotional medium. The main purpose of this workshop is to answer the problem of limited knowledge of human resources and develop community skills in the field of digital marketing.

Research on the empowerment of MSMEs through optimizing the use of digital media as a promotional medium has been carried out, including research entitled "Optimizing the Use of Social Media as a Means of Online Store Promotion for MSME Actors in City X", the results obtained suggest that the use of social media as a means of online store promotion has many benefits for MSMEs actors in City X so it is recommended to be applied (Donoriyanto et al., 2023). Followed by community service research with the title "Improving the Quality of Digital-Based MSMEs with the Participatory Action Research (PAR) Method", the result of this community service research is the activation of the village website as a village information center and several MSMEs products have been able to use digital as promotional media (Qomar et al., 2022). In addition, another research entitled "Development and Optimization of KWT MSMEs Maju Bersama Through DigitalBased Training Methods" as a result of this service research is the use of digital media as a promotional medium, logo making and financial management. However, among these studies, there has been no research on optimizing the use of digital media as a promotional medium with the subject of Kajoran village and using the ABCD (Asset Based Community Development) method. This research is expected to be able to fill the gap from the research that has been conducted.

2. METHOD

This community service program is carried out using the Asset Based Community Development (ABCD) method. An asset-based approach helps the community see the reality of internal conditions and possible changes that can be made. This approach leads to change, focuses on what the community wants to achieve, and helps the community in realizing their vision (Rinawati et al., 2022). McKnight and Kretzmann stated that there are six principles that need to be considered to achieve the goal of service with the ABCD method, namely appreciation, participation, positive psychology, positive deviation, development from within, and the heliotropic hypothesis (Dureau, 2013). This research uses the Asset Based Community Development (ABCD) method in four main stages consisting of Discovery, Dream, Design, and Destiny (Fauzi et al., 2024; Ibrahima, 2018). This activity was carried out on July 26, 2024, which then there was a follow-up plan after the activity was carried out. This activity was carried out in Kajoran Village, Klaten Sekatan District, Klaten Regency. The data obtained is in the form of primary data, namely observation data through interviews and the study of supporting documents.

3. RESULTS AND DISCUSSION

This service research activity was carried out in Kajoran Village, South Klaten District, Klaten Regency in the July-August period. This research began by conducting observations and interviews directly with village officials. After observation and with various considerations, the results were obtained that there are several main assets owned by Kajoran Village. One of the main assets owned by Kajoran village is the existence of Micro, Small and Medium Enterprises (MSMEs). MSMEs in Kajoran Village have a variety of products such as snacks and catering, building materials, clothing and even services. Seeing the diversity of products

offered by MSMEs can be the main foundation of income in Kajoran Village. However, based on the results of interviews and observations, MSMEs actors still find it difficult to use digital media as a promotional medium. Therefore, this study aims to overcome these problems through the stages of the ABCD method which are described as follows:

1. Discovery

The discovery stage is a process used to dig deeper into the necessary information. Such as revealing what successes have previously been achieved and are currently being achieved and revealing the factors that support the success of the business. The activity carried out at this discovery stage is to make asset mapping. This asset mapping consists of human assets that include skills, knowledge and abilities; physical assets that include basic infrastructure; and financial assets which include the financial resources used.



Picture 1. Asset Interview

2. Dream

Based on the information that has been obtained, it then enters the stage of imagining the expected future. This stage provides everyone with the opportunity to explore their hopes and dreams both for themselves and for the organization. These expectations describe the goals that will be achieved. Based on the results of the interviews that have been conducted, it was obtained that MSMEs actors expect contributions from the village government to help increase knowledge about promotion strategies.



Picture 2. Interview Expectations and Goals of MSME Actors

3. Design

At this stage, the formulation of strategies, processes and systems that support the realization of the expected changes is carried out. Seeing the expectations of MSMEs actors in the previous stage, a digital marketing workshop was triggered with the theme "Optimizing Digital Media as a Promotional Medium". The main purpose of this workshop is to help form, create and realize MSMEs actors who are able to compete in the global market by being able to utilize online media optimally. This goal is considered to be able to answer the expectations of MSMEs actors for the problems they face.

At this stage, collaboration is carried out between students and local village officials with the aim of producing activities that are right on target and effective in accordance with the expectations of the community. The design stage consists of several main stages such as team preparation, making activity designs, determining resource persons who are experts in their fields and follow-up activity plans from the workshops that have been carried out.



Picture 3. Workshop Activity Design Meeting

4. Destiny

The destiny stage is the implementation stage of the formulation at the design stage. At this stage, a workshop was carried out with the theme "Optimizing Digital Media as Promotional Media" with resource persons who are experts in their fields. This activity will be held on Friday, July 26, 2024 at 13.00 – 15.00 at the Kajoran Village Hall. The participants who participated in this event were 20 people with 2 representatives of each RW. This workshop consisted of material presentations, direct practice and interactive questions and answers between resource persons and participants. The follow-up activity of this workshop is an opportunity for online consultation with resource persons and direct assistance by students if there are difficulties in applying digital media as promotional media. In addition, at this stage there are evaluation activities with the aim of reflecting on the shortcomings of the activities that have been held as a learning reference for the next activity.



Picture 4. Presentation of Material from Resource Persons



Picture 5. Interactive Discussion with Resource Persons



Picture 6. Direct Assistance Follow-up Plan

4. CONCLUSION

Based on the problems and expectations obtained from observations and interviews, this service research chose the workshop as a place to provide new knowledge and skills. This is because the workshop activities consist of material presentations, practices and follow-up activities that are considered to be able to answer the goals and expectations of MSMEs actors.

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