

OPTIMIZING THE IDENTITY OF MSMEs IN SANGGRAHAN RW 05 WATES, MAGELANG CITY

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Abstract - *Micro, small and medium enterprises (MSMEs) are businesses that are commonly carried out by Indonesian people, including in the village of Sanggrahan RW 05, Wates, North Magelang, Magelang city, Central Java. Classical and traditional business methods are still used by MSMEs in Sanggrahan village so that the village feel is still inherent, resulting in minimal affordability of their business locations for the wider community. As a result, potential customers often have difficulty finding the location of MSMEs, which has the potential to reduce the opportunity to make transactions. The lack of easily accessible information about MSMEs is also a barrier to business development in the region. Therefore, researchers studied the problem using the method of implementing the service, namely data collection, design and training for partners. The result of the service is the partner's ability to create business location points on Google maps and the ability to market products on social media platforms.*

Keywords: *Google Map, Information Technology, Sanggrahan Village*

1. INTRODUCTION

The new business phenomenon that is developing very rapidly at the moment cannot be separated from the use of technology and information (the internet) which makes it easier for everyone to interact, including entrepreneurs. The existence of the internet with various applications has become a powerful weapon for carrying out marketing communications, especially for Micro, Small and Medium Enterprises (MSMEs). The internet has great benefits as a means of introducing and marketing goods and services (Aushafina & Wikartika, 2023; Pambudi et al., 2023; Triwardhani et al., 2021). Moreover, MSMEs have a significant impact on economic growth, both national, regional and individual (Halim, 2020; Harahap et al., 2020; Novitasari, 2022). It is recorded that the Indonesian economy is supported by income originating from MSMEs with a contribution of 61.1 percent (Dahlifah et al., 2023).

Digital marketing is digital marketing carried out by means of promotion through digital media online. Digital marketing, includes interactive and integrated marketing, helping producers, market intermediaries and potential consumers interact with each other. With digital marketing, entrepreneurs can fulfill the needs and desires of potential consumers more easily (Syukri et al, 2022). Digital marketing is carried out by utilizing information technology in the form of the internet to market and sell products. This can be done through social media (Facebook, Instagram, Tiktok), websites, land pages, blogs, maketpalce and WhatsApp (Merdekawati et al, 2021).

One of the online applications that MSME partners can use which is accessed via a web browser or mobile device is Google Maps. Google Map is the most widely used internet service today. Google Map is an information service in the form of a map developed by Google. Which offers information in the form of a visual roadmap with the latest photos (Harahap and Hidayatullah, 2018). Users can access Google maps online at www.maps.google.com. The Google Maps display is in the form of a satellite image that can be enlarged, reduced and panned as well as various image modes. This site offers interactive services to users. One of the advantages of using Google Maps is faster location searches, ease of storing maps, the ability to be accessed anytime and anywhere, understanding new places that may not have been known before, and faster data updates than using conventional maps (Harahap and Hidayatullah, 2018).

MSME owners who use online marketing strategies to make it easy for potential customers to find them are very important to display the location of their business and their products on Google Maps, especially if the MSME uses online motorcycle taxi services to help with delivery orders (Ardhianto et al, 2022). Google Maps not only helps customers find their way so they don't get lost. This feature can also be relied on in the business world because it helps potential customers find business locations. Thus, the chances of getting new customers increase. (Ardhianto et al, 2022).

Insani et al. (2022) in their study on Optimizing the Google Maps Application as an Alternative Promotional Media for MSMEs in the Taman Sriwedari Shelter,

shows that partners can optimize the use of the Google Maps application as an alternative promotional media independently and sustainably. Likewise, the ability of MSME partners in Kalisat Village, Pasuruan who succeeded in creating business location points on Google maps and the ability to market products on social media platforms (Hamidah, 2023). Furthermore, Rindiyanı et al (2023) also used the Google Maps application as a means of promotional media for MSMEs in Nagari Batang Arah Tapan. Based on the findings of the previous service study above, it shows that Google Maps has benefits and impacts on the better development of MSMEs. Even though the MSME partners do not yet have in-depth knowledge about the use of the Google Maps application as an alternative solution for business promotion media. Meanwhile, they already have an Android-based smartphone. For this reason, this implementation aims to train and assist MSME partners in creating Google Maps location points (tags) as an effort to promote MSMEs.

Wates Village is one of the administrative villages in the Magelang Utara District. It comprises 13 Rukun Warga (RW), including Sanggrahan RW 05. This area has significant potential for developing Micro, Small, and Medium Enterprises (MSMEs), particularly in supporting the economic growth of the community. However, like many other areas, RW 05 Sanggrahan faces challenges in terms of MSME visibility and providing effective access to information for both the community and potential customers. This impacts MSMEs' ability to reach a broader market and increase their revenue.

One of the main issues faced by MSMEs in RW 05 Sanggrahan is the limited accessibility of their business locations to the general public. Many of these MSMEs are not integrated with digital platforms that could enhance their visibility, such as Google Maps. As a result, potential customers often have difficulty finding these businesses, which can reduce their opportunities for transactions. The lack of easily accessible information about MSMEs also hinders business development in the area.

Additionally, Bank Sampah Rukun Makmur, an important community initiative in RW 05, faces similar challenges. The weak visual identity and limited use of modern technology impede the bank's ability to convey the importance of proper waste management to the community. Without strong visual support and adequate information access, the bank risks losing community support, which could affect the effectiveness of waste management in the region.

Another issue is the lack of community awareness and participation in utilizing the facilities and services provided by MSMEs and the waste bank. Without efforts to increase this awareness, many beneficial initiatives run by MSMEs and Bank Sampah Rukun Makmur may not fully impact the community. Therefore, strategic measures are needed to address these challenges and support the development of MSMEs and waste management in RW 05 Sanggrahan.

The objective of this initiative is to fulfill the Tri Dharma of Higher Education by providing education on science and technology to the community in Dusun Sanggrahan RW 05. Additionally, the goal is to explore and develop local potential, as well as to expand MSME marketing through digitalization. Through this effort, it is hoped that the community will enhance their knowledge, utilize available

resources, and improve economic well-being through more effective digital marketing strategies.

2. METHOD

The method used in this assistance program is structured active participation, with a focus on utilizing and applying Google Maps and Canva to optimize MSME identities. The planned activities are detailed in the following table.

No.	Planned Activity	Outcome Indicators
1.	Observation of MSMEs in RW 05 Sanggrahan.	Identifying approximately 7 MSMEs in RW 05.
2.	Communication and exploration of MSME potential in RW 05 Sanggrahan	Receiving positive responses and effective communication from each MSME
3.	Documentation of MSME actors as a component of Google Maps optimization	Obtaining representative photos of MSME locations.
4.	Assistance and creation of business location tags on Google Maps	The appearance of MSME location names in search queries, both by business category and specific MSME.
5.	Further development of MSME potential	Communicating with MSME actors to assess potential development opportunities.
6.	Observation of MSME promotional media.	Measuring the promotional media at MSME locations.
7.	Creation of promotional media according to MSME instructions	Creating promotional banners through continuous consultation sessions with MSME actors.
8.	Finalization of promotional banner design for MSMEs	MSME actors have agreed and approved the banner design.
9.	Printing and installation of promotional banners for MSMEs	Promotional banners are installed with the supervision of MSME actors.
10.	Data collection of MSMEs registered on Google Maps	Compiling Google Maps location points to be disseminated to the local community.

Table 1: MSME Optimization Activities

3. RESULTS AND DISCUSSION

Since the beginning of the program implementation, observations made by the KKN team have shown that many MSMEs in RW 05 Sanggrahan are still lacking in digital literacy and rely on traditional promotion methods, such as word-of-mouth. The MSME actors have not yet understood adequate marketing strategies in the era

of Industry 4.0, such as the lack of regular operating hours, mismatches between product supply and market demand, and minimal use of digital promotional media.

During the communication process, the MSME actors in RW 05 Sanggrahan enthusiastically welcomed the MSME optimization program we offered. Generally, they are familiar with terms like Google Maps and share location, but they still have limited knowledge about how to create a location on Google Maps as a digital promotion tool.



Figure 1: Observation and Data Collection

After conducting the observations, the KKN team then mapped and selected the MSMEs that are still actively operating. On the implementation day, the KKN team was divided into two groups and visited the MSME locations directly to conduct socialization with the business operators. Upon receiving approval, the team documented photos of the MSME locations from several necessary angles and then uploaded them to Google Maps. The team also provided positive reviews of the MSME products. Here is a list of MSMEs and their locations that have been registered by the KKN team on Google Maps:

No.	Name of the Store	Google Maps Location Tag
1.	Warung Kelontong Rujak dan Lotek Bu Ruliyah	https://maps.app.goo.gl/2SZJzuRV6xtBmUKN8
2.	Toko Mulia Abadi Bapak Purwoprayetno	https://maps.app.goo.gl/7uNzoLdNmWedoEaCA

3. Toko Kelontong Bu Ning <https://maps.app.goo.gl/N9vRkUVBB1Ja3tGr8>
4. Bank Sampah Rukun Makmur <https://maps.app.goo.gl/VB6SmQXCwtE1q1HKA>
5. Warung Bu Iin <https://maps.app.goo.gl/i9WVfnWBfNFoKEow6>
6. Warung Sayur Bu Yaminten <https://maps.app.goo.gl/oCnpd6QoKU9QLAg57>
7. Aninditya Cathering <https://maps.app.goo.gl/paExdQCLoncbpn2E7>

Table 2: list of MSMEs and their locations

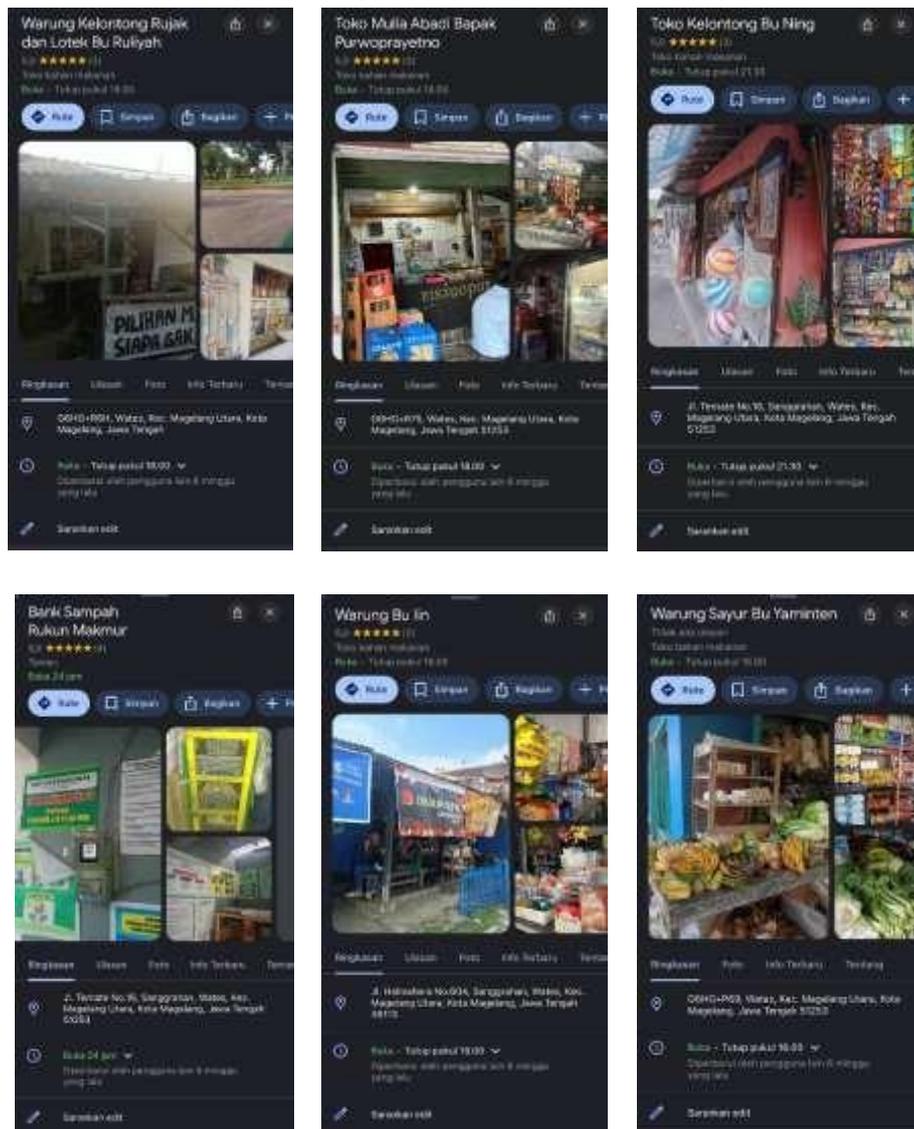




Figure 2: Results

Additionally, the KKN team also designed logos and banners for several MSMEs as part of their identity optimization program:

No.	Name	Design	Banner Result
1.	Logo of Bank Sampah Rukun Makmur		-
2.	Bank Sampah Rukun Makmur		

Table 3: designed logos and banners

Digital identity optimization was also carried out through the creation and management of Instagram and TikTok accounts for several SMEs. The results of these efforts are as follows:

Digital Identity Optimization			
No	Name	Instagram Link	Tiktok Link
1.	Bank Sampah Rukun Makmur	https://www.instagram.com/reel/C-huhQ5Pzib/?igsh=MTR1ZXA4cm5jNWptcw==	https://vt.tiktok.com/ZS2SAA4o/

Table 4: creation and management of Instagram and TikTok accounts

Furthermore, it is essential to implement steps such as search engine optimization (SEO) for the Google Maps locations of SMEs in RW 05 Sanggrahan. Some of the actions that can be taken include adding relevant keywords related to the SME services, including URLs with brand names and product information, and creating landing pages with reviews and testimonials from users.

After the initial optimization through the registration of locations on Google Maps, several additional steps must be considered to ensure that the SME locations are fully accessible to potential customers. The general steps involved are as follows:

- 1) Open the Google Maps app.
- 2) Sign in to the Google account you will use for registration.
- 3) Click on the "Contribute" section in the bottom right corner.
- 4) Select the "Add a Place" option.
- 5) Fill out the form with information about the place to be registered.
- 6) Upload the latest photos of the business location and ensure the location is accurately marked on the map.
- 7) Submit the completed registration and wait for confirmation from Google Maps on whether the data has been received and published.

As more SMEs in RW 05 Sanggrahan have yet to fully utilize digital technology, implementing technologies such as Google Maps registration and digital identity management can accelerate business growth. Throughout this process, the KKN team has registered several SMEs and provided training on digital identity optimization. These efforts enable SMEs to enhance their visibility on digital platforms, achieve better revenue, and become more innovative and competitive. Consequently, SMEs are expected to play a vital role as the backbone of the local economy and better face the challenges of economic globalization.

4. CONCLUSION

Overall, the activities carried out by the KKN team in RW 05 Sanggrahan demonstrate that many MSMEs in the area still rely on traditional promotion methods and have not fully utilized digital technology. Through observation and direct interaction with MSME owners, the KKN team successfully registered business locations on Google Maps and designed promotional materials to enhance their visibility.

These efforts included creating logos, banners, and managing social media accounts for several SMEs. The implementation of digital technology, such as digital identity optimization and the use of digital platforms, is expected to accelerate business growth, increase revenue, and make MSMEs more innovative and competitive. As a result, MSMEs in RW 05 Sanggrahan are anticipated to become a cornerstone of the local economy and be better prepared to face the challenges of economic globalization.

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