

Improvement and Development of MSME Go Export on Jogja MSME Nglarisi Partner

Dama Yuninataa), Eva Yuniarti Utami, Rohmawan Adi Pratama, Novi Ria Rahmawati, Rosita Mei Damayanti, Diah Pramesti, Wahyu Agung Setyo

Sekolah Vokasi Universitas, Sebelas Maret, Surakarta, Indonesia

^{a)}Corresponding Author: dama.yuninata@staff.uns.ac.id

Abstract

This service activity focuses on the Jogja MSME Nglarisi Partner in Yogyakarta. The purpose of implementing a community service program is to create an Export Destination Product Development Program. MSME products have an understanding of international markets. They can take advantage of global e-commerce to increase the quantity and quality of production of Nglarisi MSME products and increase product sales. Mitra Nglarisi Jogja has the potential to develop a broader market, one of which is the international market. The programs created are primary training, including export education training, e-commerce management training, and product management training. The output of the community service program is the development of an understanding to open potential and readiness to enter the international market.

Keywords : Nglarisi MSME Jogja, Go Ekspor, E-Commerce

INTRODUCTION

As a result of the impact of the COVID-19 pandemic, changes in the business world, including small businesses, are inevitable. The impact felt from the decrease in turnover is a problem related to cooperation with MSME partners (Viranita, et al, 2021). The Pandemic period brought many challenges for MSME stakeholders, including a decrease in people's purchasing power due to the policy limiting face-to-face mobility.

Data from the Ministry of Cooperatives and SMEs noted that around 98 of all MSMEs were affected by the ongoing pandemic, from 66 million micro-businesses, 757 thousand, 58 thousand medium, and 5 thousand macro businesses. Before the pandemic, MSMEs contributed significantly to the country's economic development. (Veranita, 2019) Based on Indonesian economic data, around 80 percent is driven by domestic consumption, then Micro, Small, and Medium Enterprises contribute to the country's GDP, which reaches 65 percent or 2,300 trillion (Hardilawati, 2020).

A similar problem also occurs with the Community Entrepreneurship Movement Community in Yogyakarta Province, our partner in community service, where the transition to business patterns is very much felt at this time; not all MSMEs feel the positive impact, and some MSMEs increase profits when pandemic. Innovations are carried out through communication strategies, internal team habits, and consumer habits that demand MSMEs to be fast and responsive. MSMEs take different paths to survive, grow and develop—changes in promotional habits from conventional to digital shape MSMEs towards dynamic businesses. According to the Ministry of Small and Medium Enterprises, 8 million MSMEs, or 13 per cent of all MSMEs, can use information system technology in business. After entering the pandemic, several sectors still have to be able to implement health protocols, and MSMEs need to make some preparations, such as making changes such as business innovation. Product innovation owned by business actors is minimal. The products produced do not have the uniqueness or characteristics of the manufacturer. In addition, the product's shape does not vary, always tends to be the same, and has never changed since the beginning (Oktaviani, N. F., & Yuniar, E. S, 2022). Product innovation owned by business actors is minimal. The products produced do not have the uniqueness or characteristics of the

manufacturer. In addition, the product's shape does not vary, always tends to be the same, and has never changed since the beginning.

Good innovation is an effective collaborative way conventional sales are integrated with digital sales, so digital adaptation is an essential means of going hand in hand with innovation. Currently, e-commerce for SMEs is more than just a place to sell and trade; but also includes the ability to launch and create product offers, develop product packaging, and even improve digital forms of payment and purchases. It is also a means of enabling access to international markets through the various possibilities offered by commerce.

Currently, many MSME community partners in Nglarisi Jogja have started to actively create content using marketing techniques and sell it through e-commerce. By selling your content evenly and enabling you to start entering international markets through E-commerce Worldwide and other training, you will be able to participate in international exhibitions and sell the products you offer. Considering that the products produced by the Nglarisi MSME community in Jogja are very diverse, members ranging from community activists to 100 MSMEs, ranging from fashion, cooking, furniture, and other creative economic business sectors, have increased.

Then from the 80 MSMEs registered in the Nglarisi MSME Jogja community, we found problems that arose. These issues include:

- The Covid-19 pandemic is hitting and attacking almost all types of businesses, and SMEs are no exception. Nglarisi MSME Jogja is a Jogja entrepreneurial community that has felt the impact of the Covid-19 pandemic. The reduction in the EXPO schedule, in several ways, shows the impact of this pandemic on partners.
- The lack of access to innovative market products made not only in the local market or local platforms is also an obstacle; until now, Nglarisi MSME Jogja has yet to be able to export the products it produces.

METHOD

The methods used in the community service program are based on targets and outcomes and the solutions provided. The methods implemented: (1) Education and Workshops, including Export Education and Workshops on E-Commerce, and (2) Procurement of a digital payment system based on the Quick Response Code Indonesian Standard (QRIS). The purpose of education and workshops is to develop the market and ideas of Jogja MSME Nglarisi Partner.

RESULTS AND DISCUSSION

The Community Service Team carries out several stages of community service activities. First, carry out coordination survey activities to establish cooperation and communication with Jogja MSME Nglarisi Partner, explore potential and then find problems faced, including priority issues from partners. Second, after the needs and problems are known, we provide solutions offered to overcome these problems. After knowing the needs, potentials, and problems, we conducted export education and workshops for Jogja MSME Nglarisi Partner.

Partner Problems

Based on direct observations and discussions with partners, several problems were found, namely:

- Partners have yet to utilize social media and E-Commerce to maximize business development.
- The existence of a pandemic that has hit Indonesia in the last two years has caused partners to be less active in participating in bazaar and expo activities which were previously always active in their activities.
- The intended target of every creative economy product produced at Nglarisi MSME Jogja has only been aimed at the local market. In contrast, the international market can be a promising option for expanding business.
- Most social media visitors and product enthusiasts from Nglarisi MSME Jogja are still segmented for consumers with a vulnerable age of 30 and over because the content produced could be more innovative.

Based on the results of the situation analysis and discussions with partners, including:

- Partners are to be able to maximize social media and E-Commerce platforms in business growth and development.
- Changes must be made to change the pattern of EXPO or bazaar activities which are usually offline to online.
- How can the Nglarisi MSME Jogja community enter the international market?
- Products and partner networks can still be expanded to target a broader range of consumers. Then is the fourth priority because, over time, competitors in the same business also appear. These competitors are starting to target millennials. These millennials are also starting to be interested in using domestic products.

Problem Solutions

After conducting a situation analysis, team discussions in the field, coordinating with partners, and prioritizing existing problem needs, we obtained the following solutions:

E-Commerce Optimization Training

The first problem solution is related to maximizing the role of social media and E-Commerce platforms in business growth and development. The current pandemic has disrupted the macro and micro business sectors.



Figure 1. E-Commerce Optimization Training

On the other hand, during this pandemic, online media is the primary choice. Partners have Facebook and Instagram accounts but have yet to maximize their use. Many concepts can be implemented using it. Then the utilization of E-Commerce in both marketplaces such as Tokopedia, Shopee, or websites could be more optimal. We understand that most local business members of Nglarisi MSME are people over 30 years old. The activities to maximize products in E-Commerce need collaboration between managers and other business people. We provide one-store initiation for a variety of MSME products. This method will facilitate collaboration between entrepreneurs, of course, with commitments and well-planned calculations.

Bazaar Implementation

The solution to our second problem will be the stimulus to make bazaars. We included a mini bazaar by displaying products at the MSME Go Digital event in collaboration with BSI Yogyakarta. The solution to our second problem will be the stimulus to make bazaars. We made a mini bazaar by displaying products at the UMKM Go Digital event in collaboration with BSI Yogyakarta. Various kinds of products are sold to participants and the general public. Most of the products on display were sold. MSMEs are involved in finding the bazaar program beneficial when more visitors come. In the future, more programs will be created so that MSMEs can be properly stimulated.





Figure 2. MSME Product Bazaar

Export Education Training in welcoming the international market

The third problem relates to how Jogja MSME can penetrate the international market. We see that there is a business foundation in Nglarisi MSME Jogja. Legality and supporting documents are efforts to strengthen business stability in the long term.



Figure 3. Introduction to Legality and Banking Schemes

We also conduct training on making NIB, PIRT, HAKI, and other supporting legalities to support export-ready MSMEs. Entering the international market must be well prepared. Legality and product quality needs to be maintained to be consistent. How do we find international markets by utilizing business channels provided free by the Indonesian government abroad? The Indonesian Trade Promotion Center (ITPC) is a technical implementing element that is part of the representatives of the Republic of Indonesia abroad in charge of Indonesian Foreign Trade.

Social Media Optimization Training

Another solution that was tried to be offered through this service activity was related to content problems owned by business actors at Nglarisi MSME Jogja. Content is the main element in implementing a digital marketing strategy.



Figure 4. Social Media Optimization Training

The content in question is in the form of photos and videos. Content will be made more millennial and reflect trending issues. Up-to-date content is very influential in the effectiveness of marketing and targeting market segments. We can assist in creating and designing content for the Nglarisi MSME Jogja. Implementation of this strategy is expected to help the problems that exist today.

CONCLUSIONS AND RECOMMENDATIONS

- The Community Service Research Group Activity for the Go Export MSME Development Program has provided benefits for Jogja MSME Nglarisi Partner. The MSME Go Export program focused on developing market research, export legality education, and administrative management in the first year.
- The Jogja MSME Nglarisi Partner Payment System has made payments using QRIS facilitated by Bank Syariah Indonesia (BSI). Procurement of the QRIS payment system is implemented in the MSME Go Export service program.
- The market for Nglarisi MSME Jogja is in the domestic market to get customers from various regions and agencies and export directly or indirectly to various countries.
- Improvement and improvement of management, financial management, and administration have also been carried out correctly.

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