

Training for MSME in Riang Gede Village, Tabanan, Bali in Developing Business Places Through Registration on Google Maps

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ABSTRACT

Rianggede Village is a village located in Penebel sub-district, Tabanan Regency, Bali, Indonesia. Micro, small and medium enterprises (UMKM) is a general term in the world of economics that refers to productive economic enterprises owned by individuals or business entities in accordance with the criteria stipulated by Law no. 20 of 2008. SME business actors have limitations in terms of capital because usually the capital owned is mostly focused on the production side. Then what about the promotion and sales side which of course also requires a lot of money? Here technology can play a role, one of which is Google My Business. One of the advantages of Google My Business is that it displays business profiles online and is already integrated with Google Maps and the Google search engine.

Keywords: Rianggede Village, UMKM, Google Maps

INTRODUCTION

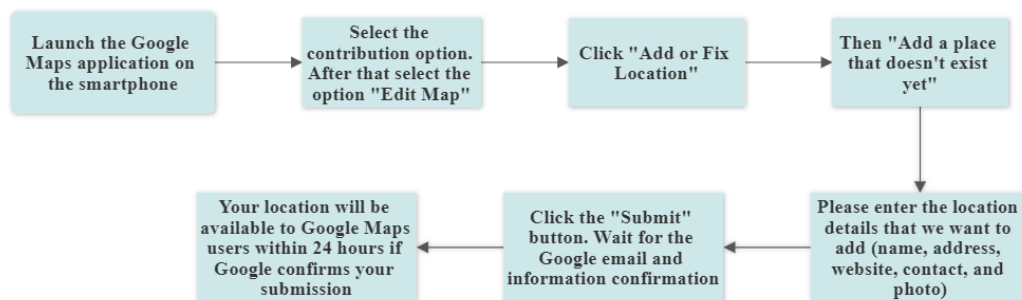
MSME is a form of independent business and generates profits formed by individuals or business entities in various economic fields (Halim, 2020). Information technology is the use of technology to process data, such as processing, obtaining, managing, archiving and manipulating data in many ways in order to obtain quality information, namely information that is appropriate, accurate and at the right time and utilized for individual needs, business goals, governance, and strategic decision making (Cholik,2021). According to (Falah, 2015) Geographic Information System (GIS) is a kind of information system that handles spatial data (spatial reference). (Ariyanti, Khairil and Kanedi, 2015) Google Maps is a free service provided by Google in the form of a virtual map that includes draggable maps and satellite photos for the whole world. A travel guide application that tells information about a location (Putra, 2016). Google Maps strength comes from its reliance on crowdsourcing data, which implies that the gathering of information is done through a variety of data collected by large numbers of individuals. According to Weckert's experiment, the number of smartphones used when crossing the same location can lead to assumptions about traffic jams on Google Maps (Muhafidz, 2020). One village that is familiar and has a lot of potential is Riang Gede Village which is located in Penebel District, Tabanan Regency. Riang Gede Village has a population of 2,867 in 2016, with 1,391 men and 1,476 women with an area of 5.29 km² and a total of 988 Family Cards (Info Sekolah, no date). With this, the National Education University (UNDIKNAS) through the Research and Community Service Institute aims to expand the amount and quality of research and community service, as well as technology development and community empowerment in the form of service and collaboration with the wider community. Community Service for the January – February 2023

period is divided into several areas around Bali and it is hoped that students will be able to help the village both in terms of developing the potential that exists in the area as well as lessons that students can take from Community Service in the village where the student is located. These lessons can be used for future lives (SILABUS.WEB.ID, no date). With the existence of Community Service and the role of students in RiangGede Village, it is hoped that it can help MSME actors in developing places of business through Google maps. This work program aims to maximize the use of Google Maps as a marketing media option for MSMEs in Rianggede Village. Google Maps is a Google tool that shows location points on a map (Ardhianto, Lestariningsih and Handoko, 2022, Pratiwi, et. al, 2022).

IMPLEMENTATION METHOD

The target of this activity is shown to small business owners in Rianggede village who have not registered their business on Google Maps. But there are several shops that have registered their business via Google Maps, hereby I only help in giving a positive review on the store's reviews which makes the rating increase on Google Maps (WikiHow, no date). With this work program, namely assisting MSME actors in developing business premises through registration on Google Maps, this is quite effective, because many business owners in Rianggede Village do not understand technology, which makes them not register their business addresses on Google Maps (Mash Moshem Indonesia, 2020). Google Maps can assist potential clients in finding your location and also offer you testimonials. Since all of this can be done right from their smartphone, it can really help advertise your company if used properly (Aristejo, 2020).

Here's how to register your place of business on Google Maps (Nida, 2022) :



RESULTS AND DISCUSSION

On Sunday, January 29, 2023 at several MSMEs in Rianggede Village, Penebel sub-district, Tabanan Regency, Bali province, I carried out a work program, namely helping MSMEs to develop their business premises through registration on Google Maps with a target of 8 MSMEs in Rianggede Village. This work program is part of a series with MSME Branding and the Introduction of Digital Marketing to MSME Actors in Rianggede Village. So these three work programs were carried out simultaneously by means of Community Service members divided into four groups, each consisting of four people and targeted to find 2 MSMEs in Rianggede Village who were willing to be interviewed briefly to find out some information that would be input on Google Maps account. As for some of the results that I can expect from this work program, namely:

1. The First Activity Educates How to Use Google Maps



Figure 1 Educating How to Use Google Maps

2. The Second Activity Educates How to Register a Business Through Google Maps



Figure 2 Educating How to Register Your Business Through Google Maps

CONCLUSIONS AND SUGGESTIONS

Community Service Activities during this period have been carried out in Rianggede Village, Penebel District, Tabanan Regency which began on January 16 - February 11 2023 which aims to assist MSME owners in developing business premises through registration on Goggle Maps which is very useful for small businesses in Rianggede Village. The hope of my work program is that MSME actors can maximize the use of information technology based on Google Maps as a secondary media option for MSME marketing in Rianggede Village.

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