
Design of a Digital Portal for Village Small and Medium Enterprises as Implementation fo a Business Communication Model for Developing Online Marketing and Sales Strategies of Micro Small and Medium Enterprises and Tourism Product in Cimacan Village

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ABSTRACT

Currently there are approx 60 million micro, small and medium enterprises in Indonesia. The role of small and medium enterprises is very important for the Indonesian economy because they are able to contribute more than Rp. 8,500 trillion in gross domestic receipts or 57.8 percent. There are 64 million small and medium enterprise business units recorded and capable of absorbing 116 million workers or 97 percent of the national workforce. However, various problems and challenges are faced by micro and small businesses to develop their businesses, especially in digital marketing, packaging and improving product quality. Therefore, Putra Indonesia University carries out community service activities, namely small and medium business owners in developing their products. The methods used in this community service activity include: 1) Identification of Community Needs; 2) designing marketing applications *mobile*, *Inebsite profile* small and medium businesses, *strategy personal branding*, *sales onecommerce*, strengthening promotions through social media, *workshop* promotional content and *maintenance*; 3) Training regarding promotional content, use of marketing applications *mobile*, *website*, *in-depth personal branding*, *use- commerce*, and promotion on social media; 4) mentoring; 5) program implementation; 5) program evaluation; and 6) hosting the Cimacan BUMDes small and medium enterprise digital portal website in Cimacan www.pkm-bumdescimacan.com. Expected benefit indicators: 1) Increase in turnover and assets; 2) Have the right entrepreneurial mindset in growing/developing your business; 3) Increased knowledge and skills in utilizing digital promotional and marketing media; 4) Digitizing business using technology; 5) The product is accepted by the market; 6) Product innovation; 7) Be competitive.

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INTRODUCTION

Data from the Ministry of Cooperatives and Small and Medium Enterprises for 2021 states (Technical Instructions for Entrepreneurship Upgrading, Department of Cooperatives and MICRO SMALL AND MEDIUM ENTERPRISE Provincial. West Java, 2020), currently there are approx 60 million micro, small and medium enterprises in Indonesia. This number is predicted to continue to increase as technology develops and the potential of available human and natural resources. Moreover, currently small and medium businesses can do this more easily registration of micro, small and medium enterprises *online* anytime and anywhere. According to the Indonesian Minister of Manpower (Strategy for Institutional Development of MICRO SMALL TO MEDIUM ENTERPRISES. Abdurohim, Dindin, Bintang Publishers, 2021), Micro, Small and Medium Enterprises make a huge contribution to Gross Domestic Product and national labor absorption. According to him, data recorded in 2018 showed that small and medium businesses were able to contribute more than Rp. 8,500 trillion in GDP or 57.8 percent. There are 64 million small and medium enterprise business units recorded and capable of absorbing 116 million workers or 97 percent of the national workforce. However, even though small and medium businesses contribute greatly to developing the country's economy, there are several problems that are often experienced by small and medium businesses in Indonesia and are still homework for the economic sector. If not addressed, small and medium businesses that are growing could lose competition, stagnate, or even go out of business.

Meanwhile in West Java, the ratio of small and medium enterprises is currently dominated by micro enterprises. This shows that business performance has not performed well. On the other hand, economic development has led to an era of digitalization which provides opportunities for business growth. According to the Department of Cooperatives and Small and Medium Enterprises) of West Java province, from 2014 to 2018 in West Java 129 thousand new micro businesses were created which continue to operate to this day (Mukti, 2020). Various problems and challenges are faced by micro and small businesses to develop their businesses to the next scale to reach small and medium scale. These various problems and challenges will certainly require effort and acceleration from small and medium businesses so that they can adapt to ever-growing market demands. The West Java Provincial Government seeks to increase the business scale of micro entrepreneurs to small, medium and large scale through Entrepreneurial Class Up activities in the form of Guidance and Assistance for Innovation-based small and medium enterprises.

For this reason, assistance efforts will continue to be carried out by further optimizing the knowledge and skills of small and medium businesses, especially in target village areas, regarding the use of promotional media and digital marketing. According to the Head of the Department of Cooperatives and Small and Medium Enterprises of West Java Province, Kusmana Hartadji (Hadi, 2021), around 79% of the 4.6 million small and medium enterprises in West Java are not yet digitally literate or are still marketing their products traditionally. Lack of understanding about business promotion and marketing is a problem that is often experienced by small and medium businesses, especially when it is related to technology or digital marketing. Even though there are many small and medium businesses who sell their products *online* via social media or *marketplace*, understanding of digital marketing is still not optimal (Yudhana, 2023) so the potential profits obtained are still not optimal (Juddi, 2023).

METHOD

The methods and stages carried out in this PKM are as follows:

- Identification of Community Needs - The UNPI Cianjur Institute for Research and Community Service (LPPM) team is in the initial stages of conducting a Needs Assessment (*need assesment*) mapping Partners who will be the target beneficiaries as a pilot project

(*prototype*), and ultimately the success of this program will be disseminated widely and sustainably.

- Make plans in the form of:
 - Marketing application *mobile* by using *smartphone*,
 - *Website profile* small and medium enterprises
 - *Personal branding*,
 - *Ecommerce*,
 - Strengthening promotions through social media
 - *workshop* promotional content and *maintenance*
- Training – To strengthen this program, the UNPI Cianjur LPPM Team will carry out FGD activities, *workshop* training regarding promotional content, use of marketing applications *mobile*, *website*, in-depth *personal branding*, use *e-commerce*, and promotion on social media.
- Mentoring – After training, the UNPI Cianjur LPPM Team will provide assistance to ensure the program runs.
- Program Implementation – Implementation of the use of marketing applications *mobile*, *website*, in-depth *personal branding*, use *e-commerce*, and promotion on social media for small and medium businesses
- Program Evaluation - The monitoring and evaluation process will be carried out as a form of control and continuous improvement efforts (*continuous improvement*) and sustainable.
- Hosting the Cimačan BUMDes small and medium enterprise digital portal website in www.pkm-bumdescimačan.com

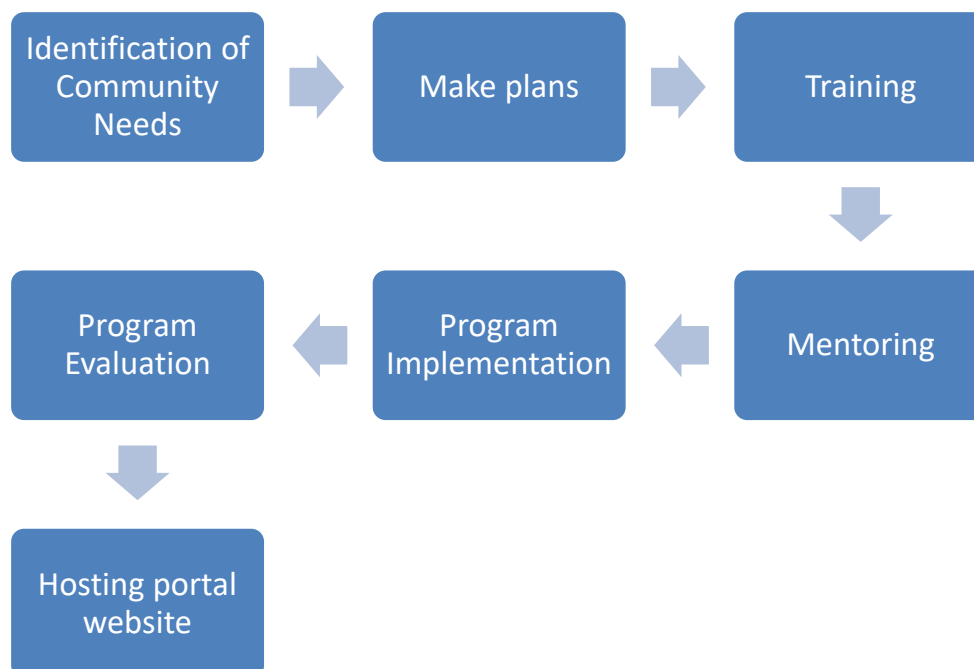


FIGURE 1. Flowchart the methods and stages carried out in UNPI's community services.

RESULT AND DISSCUSSION

Technology is a tool or system that can reduce human workload. Technological developments have reached the stage of revolution 4.0, with the development of the Internet of Things (IoT) and artificial intelligence, big data and interconnectivity. Technological changes have made things easier for humans in various aspects of life, including social life and work. In 2023, internet users in Indonesia will reach 212.9 million. 77% of Indonesia's population already uses the Internet. There has been an increase in internet users by 5.2% compared to 2022. Social media users in Indonesia have reached 167 million. Social media users reach 78.5% of internet users (Lukman, 2023).

The existence of the Internet cannot be separated from users and their choices in using new media. Because, the internet network intertwines various platforms with massive sources of information. Digital literacy is an effective effort to overcome this phenomenon so that everyone can make good use of digital technology and have adequate skills due to the large number of digital crimes. Digital literacy is very important to protect people and their families from digital crime. Lack of digital literacy can cause several disadvantages (Ni Putu, 2023).

The concept of IoT (Internet of Things) is currently being popularly discussed by practitioners and academics in the technology field because it emphasizes the vision of a global infrastructure that connects physical objects using IP (Internet Protocol) making it possible to communicate and share information (Prasetyaningrum, 2023).

This use of the internet can be utilized for marketing purposes. One way of marketing that is done using the internet is through social media.

Marketing is important for entrepreneurs if they want their products to sell in the wider public market. By doing good marketing, it can help increase sales of the products owned by these entrepreneurs. With advances in science and technology as well as globalization, marketing has now experienced a lot of modernization in its implementation. Now people can do marketing via the internet (Sulaksono, 2023).

One way is through digital marketing via websites, as is done in community service activities in Cimacan village. After creating a website to market community products, entrepreneurs in Cimcan village were given tutoring activities.

Tutoring activities are a process of providing assistance and support to students by a tutor who has special expertise in the field of learning assistance. The aim of tutoring is to help students overcome learning challenges and find solutions to problems that arise during the learning process (Susilowati, 2020).

Problems and Solutions

- The priority issue that has been agreed upon with partners is coaching and training to strengthen the potential of small and medium businesses in Cimacan Village from upstream to downstream. Because the majority of small and medium business actors in the target areas still apply simple business management, the quality of product packaging that is not/not yet fit for sale is mainly to be improved in marketing *online*, and low knowledge and skills in adapting digital media.
- The main priority issues in mentoring are:
 - Partners need information regarding business management, financial management, brands, product packaging, promotions and online marketing.
 - Partners need training and workshops to increase knowledge and skills regarding business management, financial management, brands, product packaging, promotions and online marketing.

- Partners need a digital portal model design for village micro, small and medium enterprises as a development strategy for online marketing and sales of micro, small and medium enterprise products in Cimacan Village.
- Partners need training for human resources who will manage the Village Small and Medium Enterprises Digital Portal as a medium for promotion and sales of Cimacan Village small and medium enterprise products in an integrated manner.
- Partners need ITE equipment/media and website networks to support the operations of the Village Small and Medium Enterprise Digital Portal.
- Partners need supporting equipment for photographing small and medium business products which will be marketed through the small and medium business Digital Portal.

Through this Community Service (PKM) scheme we are implementing six solutions problems, namely:

- TOT coaching and training (*training of trainer*) to participants in assisted small and medium enterprises for *maintenance* digital business communication media content.
- Providing infrastructure *hardware* (PC) and *software* (program) to assist online promotion and sales operations.
- Creation of modules for learning stages of business communication through digital media
- Promotional and sales media networking workshop *online*
- Monitoring and Evaluation
- The commitment of the small and medium enterprises assisted by participants to form a community of small and medium enterprises in their respective regions in disseminating the results of training and increasing the knowledge and skills of small and medium enterprises in their respective regions.

TOT coaching and training activities (*training of trainer*) for maintenance of digital business communication media content aims to strengthen the knowledge of small and medium enterprises assisted participants involved in production activities in terms of how they can communicate their products effectively and on target (Ariesta, 2021). In this TOT, change agents will be formed to transmit their knowledge and skills to other citizens, especially small and medium business actors. Opening the mindset of small and medium businesses to use *smartphone* as a medium that can help them market their products globally, quickly and on target (Rismanty, 2020). Considering that almost every citizen has one *smartphone* but has not utilized its function optimally. It is hoped that this activity will strengthen knowledge of its importance *personal branding* in communicating their products. TOT training is carried out continuously every 3 months a year, then continues with the program in the first and second years.



FIGURE 2. Training activities of trainers for small and medium business entrepreneurs. Source: Researcher, 2023

The outside is to be able to form trained individuals who act as *agent of changes* to expand the knowledge and abilities of other members in utilizing digital media. Providing infrastructure *hardware* and *software* For operations to create promotional content and online sales, it is necessary to assist the operational creation of product promotional content optimally. In the first year the team will conduct TOT assessments and training for assisted small and medium enterprise participants. In the second year, provide assistance related to *maintenance* products and packaging, as well as evaluating and monitoring the strengthening of promotional content and digital marketing, as well as forming a digital marketing community in target areas with the name Village UMK Portal in collaboration with local BUMDes to help other small and medium businesses in promoting and marketing products more widely . The outcome is that a team of operators is formed who is able to operate the computer and master the program *software* to create promotional display content and online marketing.

ACTIVITIES THAT HAVE BEEN CARRIED OUT

- Assessment of the potential of business actors (FGD)
- Curate products that are worth selling, especially in terms of product quality, business license and packaging
- Website design simulation with the PKM University Putra Indonesia (UNPI) team and the Cimacan BUMDes partner team.
- Needs Study: Analyze the needs of MICRO SMALL TO MEDIUM ENTERPRISES that will use this digital portal according to their desired needs.
- Selection of Designers: Determining the team of designers who will work on this project as well as the division of tasks.
- Design Planning: Creation of a portal design plan, including the information structure, layout, and functionality that will be provided.
- Design Creation: Creation of a portal design based on design planning.
- Workshop and product curation with small and medium enterprises assisted by BUMDes Cimacan

Creation of a Digital Portal for micro small to medium enterprises

The Village Small and Medium Enterprise Digital Portal is a promotional and marketing communication strategy model that utilizes digital communication media to help small and medium enterprises located in village areas who do not yet have the level of knowledge and skills in accessing and adapting digital information technology to promote and market their products. via the Village Small and Medium Enterprise Digital Portal website in collaboration with BUMDes Cimacan, Cianjur Regency.

This Community Service Program is in collaboration with BUMDes Cimacan, Cipanas District, Cianjur Regency, which will later act as operator. BUMDes Cimacan involves small and medium business actors who are under its guidance in this program as providers of products that will be marketed on the Cimacan Village small and medium enterprise Digital Portal website.

Digital Marketing Media Optimization

With this problem, the Community Service (PKM) team at Putra Indonesia University, Cianjur, in collaboration with BUMDes Cimacan, Cianjur Regency, designed and applied an integrated digital media business communication model to the community of small and medium businesses in Cimacan Village, the results of which will then be transmitted to other SMEs. in their respective regions. This program is a program funded by the Indonesian Ministry of Education and Culture, Research and Technology through a 2023 PKM grant.

The scope of entrepreneurial activities for micro business actors in the target community is by optimizing assistance in the quality of raw materials, production processes, branding, packaging and promotion and marketing through digital media.

Expected benefit indicators:

- Increased turnover and assets

- Have the right entrepreneurial mindset in growing/developing a business.
- Increased knowledge and skills in utilizing digital promotional and marketing media.
- Digitizing business using technology
- The product is accepted by the market
- Product innovation
- Competitive

As an assisted partner, BUMDes Cimačan Marhamah has currently provided guidance to around 30 small and medium businesses, the majority of which are engaged in processed agricultural products and local tourism. BUMDes Cimačan Marhamah has a vision of realizing the welfare of the people of Cimačan Village, through developing economic businesses and social services. Meanwhile, its mission is to develop community economic businesses through potential service businesses, tourism-based ones, real sector businesses and others, building businesses that support the rural economy, developing economic cooperation networks with third parties, and increasing human resources and natural resource potential in village areas. Cimačan.

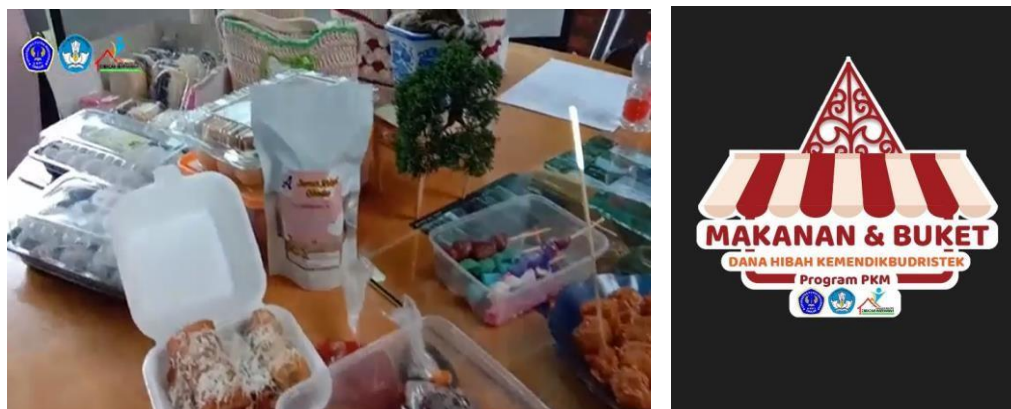


FIGURE 3. Product and logo designs for small and medium businesses in Cimačan Village. Source: Author, 2023.

Empowerment of small and medium businesses Through BUMDes

The involvement of Village-Owned Enterprises (BUMDes) in this PKM program takes into account the assessment aspects of BUMDes as legal entities established by villages to manage businesses, utilize assets, develop investment and productivity, provide services, and/or provide other types of business to the maximum extent possible. the great welfare of village communities in which there is also assistance for small and medium businesses. BUMDes businesses are activities in the economic sector and/or public services that are managed independently by BUMDes.

BUMDes Business Units are Village-Owned Enterprises that carry out economic activities and/or legal entity public services that carry out the functions and objectives of BUMDes in conjunction with development programs for small and medium businesses from upstream to downstream (Susanto, 2020), especially in increasing business marketing potential small and medium Villages are good overall *offline* nor *online* (Adin, 2023). In this case, BUMDes Cimačan Marhamah has carried out mapping and development of village potentials, including in the fields of tourism, trade, agriculture and services. Considering this, the role of BUMDes is increasingly important as consolidators of community products/services, producers of various community needs, community business incubators, public service providers, and various other functions. BUMDes can be a contributor to the village's original income while still providing benefits to the community. Business development efforts are carried out by the

management of BUMDes Cimačan Arhamah through various policy strategies that take full account of the economic, social and environmental impacts (*THIS*) present and future. The potential and readiness of both human resources and other supporting structures in BUMDes Cimačan Marhamah was the assessment of the PKM team at Putra Indonesia University to select BUMDes Cimačan Marhamah as a partner in the research and PKM program regarding the Design of a Digital Portal for Village Micro, Small and Medium Enterprises for Implementing the Business Communication Model.

Development of online marketing and sales strategies for micro, small and medium enterprise products in Cimačan Village.

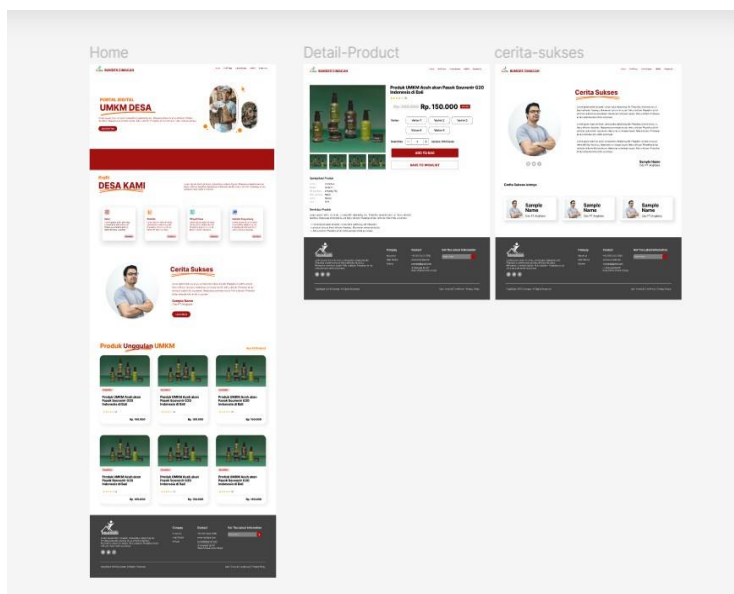


FIGURE 4: Small and Medium Business Website Design in Cimačan Village. Source: Author, 2023.

CONCLUSION

Micro, Small and Medium Enterprises make a huge contribution to Gross Domestic Product and national workforce absorption. Currently there are around 60 million micro, small and medium business actors in Indonesia, one of which is in Cimačan Village, Cipanas District, Cianjur Regency, West Java Province, Indonesia. Therefore, Putra Indonesia University carries out community service activities, namely small and medium business owners in developing their products. The methods used in this community service activity include: 1) Identification of Community Needs; 2) designing mobile marketing applications, website profiles for small and medium businesses, personal branding strategies, sales on e-commerce, strengthening promotions via social media, promotional content workshops and maintenance; 3) Training regarding promotional content, use of mobile marketing applications, websites, in-depth personal branding, use of e-commerce, and promotion on social media; 4) mentoring; 5) program implementation; 5) program evaluation; and 6) hosting the Cimačan BUMDes small and medium enterprise digital portal website at www.pkm-bumdescimačan.com. Expected benefit indicators: 1) Increase in turnover and assets; 2) Have the right entrepreneurial mindset in growing/developing your business; 3) Increased knowledge and skills in utilizing digital promotional and marketing media; 4) Digitizing business using technology; 5) The product is accepted by the market; 6) Product innovation; 7) Be competitive.

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