

Training To Improve The Promotion Capability Of MSMEs In Wingko Babat Village By Utilizing Smart Technology

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ABSTRACT

Every year, information technology continues to advance, and it is important for everyone in every country to keep up. This includes people in Indonesia, where IT is utilized by various institutions, such as companies, hospitals, governments, schools, and even small and medium-sized businesses (UMKM). In Indonesia, UMKM is a type of small-scale trading business that is widely spread throughout the region, encompassing various sectors such as goods, services, and even home businesses. One such home business is WINGKO LA UMKM, owned and operated by Mrs. Yuaningsih in the Lamongan Region of East Java. Her business offers two types of Wingko products: wet and crispy. Despite her success, Mrs. Yuaningsih has relied solely on word-of-mouth sales and has not optimized her use of information technology. To address this issue, researchers have been providing training to WINGKO LA and other WINGKO sellers in the Jl. Sumargo Gg Kenongo and surrounding Lamongan areas, teaching them how to incorporate various IT tools such as Instagram, YouTube, Facebook, WhatsApp, TikTok, and Marketplace to improve their sales and promotion efforts.

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INTRODUCTION

Policies that support manufacturers and processors in utilizing technological advances to enhance industrial performance drive industrial innovation (Adhikary & Floyd, 2021). In the realm of Industry 4.0, the rapid flow of information poses a challenge to all, particularly in the industrial sector (Norhidayah et al., 2022). This era began with the creation of the World Wide Web, known today as the Internet, which serves as a means of connecting people, processes, and conditions (Subhanil & Souren, 2023). The Industrial Revolution 4.0 offers a pathway towards achieving sustainable development goals by improving the efficiency of production processes and product quality in various industries, including manufacturing, education, services, and government (Kharisma & Evi, 2023). The Internet of Things is a hallmark of Industry 4.0, enabling remote control of all activities via the Internet (Yudhana et al., 2023). Even small entrepreneurs, such as MSMEs, must keep pace with the advancements brought forth by Industry 4.0 (Qadri et al., 2022).

MSMEs, short for Micro, Small, and Medium Enterprises, play a crucial role in the lives of Indonesians and can contribute to the country's economic growth (Londa et al., 2023). These businesses have demonstrated resilience during past crises, such as the 1998 monetary crisis and the recent COVID-19 pandemic (Zakiyah et al., 2023). The pandemic has brought about significant changes in the Indonesian way of life, with a shift in focus from food and beverage to education. As a result, offline education has transformed into online education, leading to a surge in technology usage in Indonesia from 204 million to 277 million in 2022 (Rinabi et al., 2023) (Sholeh & Pranoto, 2023).

Wingko LA is a prominent Indonesian MSME brand located on Jl. Sumargo Gg Kenongo no 23, Tlogoanyar, Lamongan, East Java. Mrs. Yuaningsih leads the Wingko LA product line, which includes Wet Wingko and Dry Wingko. As MSMEs face global competition, product innovation is crucial (Kharisma & Evi, 2023), Mrs. Yuaningsih has taken steps towards innovation with the Wingko LA Brand, introducing a new way of enjoying Wingko in the form of Dry Wingko, also known as Wingko Kriuk. Wingko is a traditional food originating from the Babat area in Lamongan, East Java (Sulistyaningsih & Wardani, 2022).

The Wingko Village being referred to is located in Tlogoanyar Village. UMK offers Wingko and a variety of other products in this village, including wonton noodles, chili sauce, accessories, gosman noodles, cakes, cookies, and even Mama's Kitchen. Prior to the training, all product promotion was conducted manually and through online channels such as WhatsApp groups. To address challenges faced by MSMEs, our team of researchers provided training on innovative technological tools for promoting MSME products in Wingko Tripe Village.

METHOD

Within this section, the researcher provides an overview of the research methodology employed. A user-centered design approach was initially implemented to ascertain the needs of MSMEs, followed by a checklist which identified completed and outstanding activities. The third activity involved visiting Wingko LA to engage with MSMEs at the House of Wingko LA, and finally, promotional training for MSME products was conducted. Further insight into the methodology utilized can be found in Figure 1.



FIGURE 1. Design Methodology For Training MSMEs Wingko Babat Village.

RESULT AND DISCUSSION

A. User-Centered Design Approach

Identify The Target User

This section comprises four key activities: Identifying Target Users, Analyzing User Needs, Designing the System, and Evaluating the System. To identify the target users' movements, the researcher collaborated with the research team to determine the primary training objectives in Wingko LA Lamongan village. In addition to Wingko LA, the researchers conducted online interviews with Mrs. Yuaningsih, the owner of the business, to uncover training targets. The interview revealed that in addition to owning Wingko LA, Mrs. Yuaningsih recommended several MSMEs in the area, such as those offering wonton noodles, ready-to-eat chili sauce, accessories, gosman noodles, cakes and cookies, Mama's kitchen, among others.

Analyze The User Needs

In this section, our team of researchers is conducting needs engineering to identify the requirements of MSMEs in the Wingko LA, Tlogoanyar, and Lamongan areas. Our findings reveal that MSMEs in the area use various methods to promote their products, such as selling at home, entrusting their products to cooperatives, and using WhatsApp Status. However, only a small percentage of coffee shops use the latter method. Moreover, MSMEs in the area lack professional product photography skills and do not have the necessary digital tools to produce high-quality images. Mrs. Yuaningsih is an exception, having invested between Rp. 500,000,- to Rp. 1,000,000,- to hire professional digital product photography services for her Wingko LA products. Furthermore, financial management from production to product sales is not a common practice among MSMEs in the area. After analyzing these challenges, we have concluded that the best way to help MSMEs is to leverage innovative technology to promote their products effectively.

Design The System

Within this section, the researcher will outline a system pertaining to the upcoming training. The system aims to deliver training for digital product photography by utilizing the smartphones of each MSME. The training will cover the creation of social media accounts including Instagram, Facebook, TikTok, and YouTube, as well as the operations and promotion of said accounts using social media platforms.

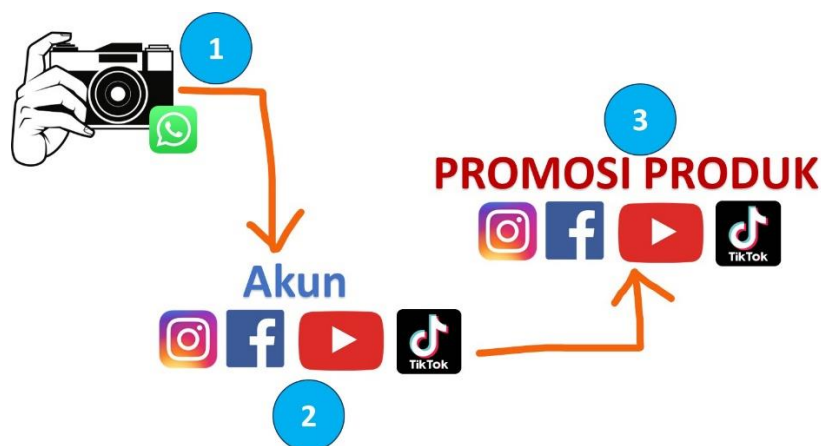


FIGURE 2. Lamongan MSME Product Promotion System Design.

Evaluate The System

Within this section, the researcher conducts an evaluation of the determined system. Through an examination of the state of MSMEs in Wingko Village, the research team ensures that the system conceptualized and developed could effectively aid in the promotion of MSMEs. The evaluation process, devised by the research team, involves a survey conducted from both the Research Team and MSMEs. Each team is tasked with addressing four specific areas for improvement, which are also utilized as survey questions, as outlined in Table 1.

TABLE 1. Training Plan for MSMEs in Wingko Lamongan Village

NO	QUESTION
1	Digital Photo Training for MSME Products
2	Social Media Account Creation Training
3	Digital Product Promotion Training
4	Digital Product Promotion Assistance

From the researcher's perspective, a survey was conducted on 14 respondents regarding activity plans for Wingko Lamongan MSMEs. The results revealed that the research team approved the activity plans with values of 93%, 86%, 89%, and 93%, as illustrated in Figure 3.

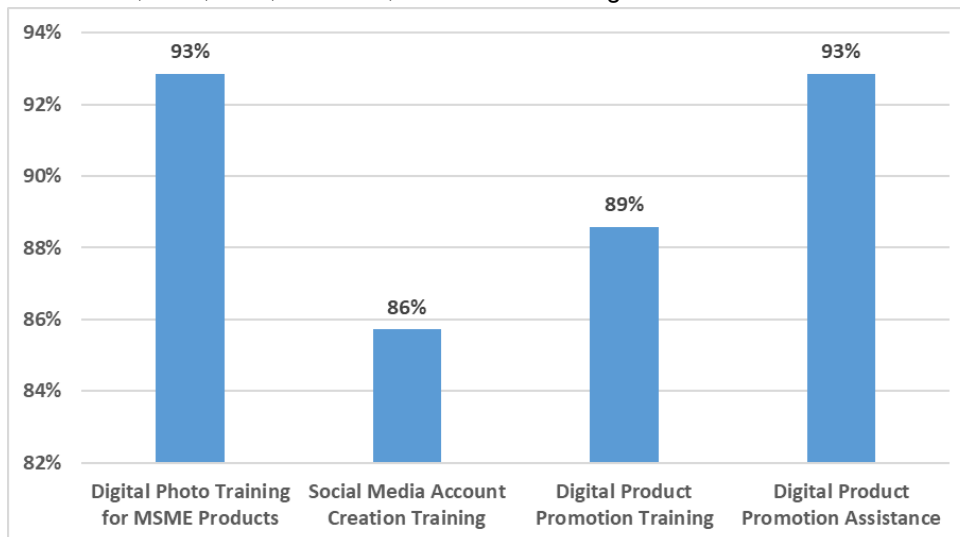


FIGURE 3. Assessment Results from the Research Team for system evaluation.

In Figure 3, it is evident that the research team has given their seal of approval on the first plan (digital photo training for MSME products) with a score of 93%. Similarly, the second plan (social media account creation training) received a score of 86%, indicating high approval for implementation. The third plan (digital product promotion) received a score of 89%, which suggests that the research team highly approves of its potential for success. Lastly, the fourth plan (digital product promotion assistance) received a score of 93%, indicating that the research team highly approves of this activity.

For MSME respondents, in connection with the planned activities carried out by researchers for MSMEs, as shown in Figure 4.

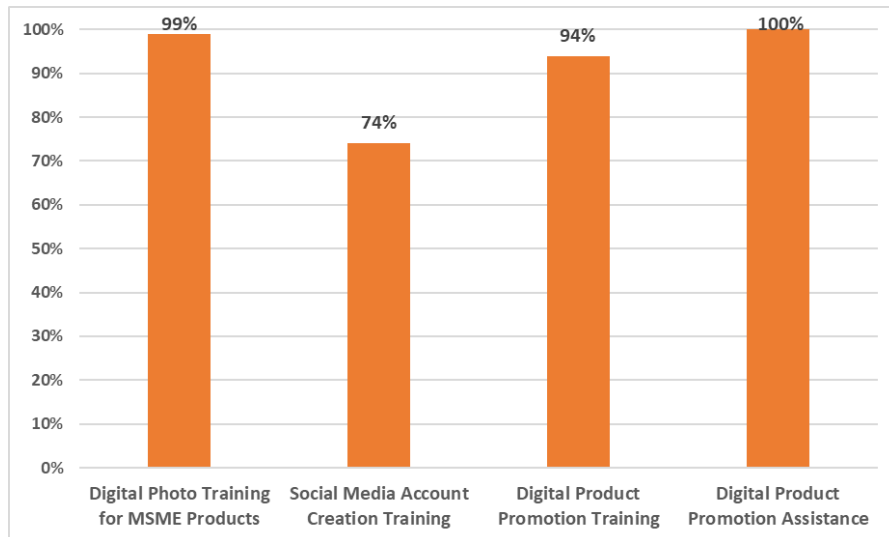


FIGURE 4. Assessment Results from the MSME Team for system evaluation.

From Figure 3 and Figure 4, it can be seen that both parties have approved the system planned for MSMEs.

B. Check List

This section aims to ensure that all activities are ready to be implemented. The recorded activities are shown in Table 2.

TABLE 2. Training Plan for MSMEs in Wingko Lamongan Village

NO	ACTIVITY	CHECK LIST
1	Design Systems	✓
2	Training Materials	✓
3	Training Aid Equipment	✓
4	Training Location Conditions	✓
5	Training Participants	✓
6	Readiness of the Team and Presenters	✓

From Table 2, it can be seen that with the help of the checklist technique, we can ensure the readiness of the research team to carry out training for MSMEs in Wingko LA village and its surroundings.

C. Training Location

There are two places available for training for community service activities, namely:

1. House of Wingko LA
2. RW Hall or Community Hall

The two places used for the training are the House of Wingko LA on Jl. Sumargo Gg Kenongo no 23, Tlogoanyar, Lamongan, East Java.



FIGURE 5. Training Location at House of Wingko LA.

D. MSME Product Promotion Training

The training process was divided into two sessions held on August 19, 2023, and September 23, 2023. During the first training, the community service team provided instruction on product promotion processes, financial management techniques utilizing Microsoft Excel, and essential responsibilities for MSMEs. The second training, held on September 23, 2023, focused on digital photo processing techniques for promoting existing products on social media platforms such as Instagram, Facebook, YouTube, and TikTok. The training was attended by MSMEs from the Wingko LA region who participated in both sessions.



FIGURE 6. Training at House of Wingko LA on August 19, 2023.



FIGURE 7. Training at House of Wingko LA on September 23, 2023.

CONCLUSION AND RECOMMENDATIONS

During the course of this research, two training sessions were conducted with the purpose of emphasizing the significance of product promotion for MSMEs in Lamongan. Participants hailed from the surrounding areas of Wingko LA, and exhibited varying degrees of familiarity with technology. While some still rely on traditional sales methods, there is a growing need for digital integration. Additionally, it was observed that several MSMEs were not yet implementing proper documentation procedures or accurately recording sales data.

As part of their study, the researchers conducted a training session on product photography using the smartphones of MSME owners. They emphasized the significance of leveraging smart technology to market MSME products and encouraged every MSME to have a social media presence to promote their offerings.

Until now, researchers have been in the process of online monitoring and assistance using WhatsApp technology for MSMEs in the environment around the House of LA, Lamongan, East Java.

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