

Marketplace Design Training for MSME Actors to Increase Online SMEs Sales Product in Temoroso, Guntur, Demak, Central Java

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ABSTRACT

Several community members in Temuroso village have created entrepreneurship with different types of businesses, such as fashion, culinary, trade, crafts, and food and beverage. Currently, the impact of the Covid-10 pandemic is still being felt by MSMEs in Temuroso, Guntur, Demak, including a decrease in turnover due to the decline in product sales and orders. The digital era is an exciting era for business and technology. The 4.0 era has had a shifting effect on marketing techniques. The benefits internet marketing offers mark this shift. In connection with this era, various efforts have been made for MSMEs in Temuroso, Guntur, Demak, including selling their products online. To better understand online sales and digital marketing as an effort to increase sales of MSME products online, MSME actors in Temuroso, Guntur, Demak, need to be given "Marketplace Design" training. The approach used in this marketplace design training is group-based, comprehensive, and competency-based. Moreover, activity methods in community service include socialization, increasing competence, implementing activities, and monitoring and evaluation. This training will be attended by around twenty MSMEs in Temoroso, Guntur, Demak. With this marketplace design training, MSMEs in Temoroso, Guntur, Demak will try to increase sales of their products online and increase their product postings on social media. This marketplace design training activity for MSMEs is beneficial for MSMEs in Temuroso, Guntur, Demak, in developing online sales of their products. Apart from that, this marketplace design training will really help MSMEs in Temuroso, Guntur, Demak to trade online.

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INTRODUCTION

Temuroso Village is one of the villages in Guntur District, Demak Regency. The distance from the District to Demak Regency is 13 KM. The population of Guntur District is 73,566 people, divided into 37,045 men and 6,521 women. All villages in Guntur District, including Temuroso Village, have been classified as self-sufficient.

Several community members in Temuroso village have created entrepreneurship with different types of businesses, namely fashion, culinary, trade, crafts, and food and beverage. Since Covid-19 was declared a pandemic, many domestic and global economic sectors have been affected. The impact of the pandemic was most felt in the micro, small, and medium enterprises (MSME) sector. Ministry of Cooperatives and SMEs (2020) reported that 56% of MSMEs admitted to experiencing a decline in sales turnover due to the Covid-19 pandemic, another 22% experienced difficulties in obtaining financing/credit, 15% experienced problems in distributing goods, and the remaining 4% reported difficulties to get raw materials. The decline in turnover of MSMEs and cooperatives due to Covid-19 is very significant. This is also felt by entrepreneurs, including "Tribal Cloth Screen Printing" in Temuroso Village, Guntur District, Demak Regency, affected by the Covid-19 pandemic, resulting in a significant decline in sales.

On the other hand, MSMEs face the biggest challenge currently, such as how to increase the accessibility of MSMEs by going digital and increasing the capabilities of MSMEs so as to produce products that can compete with foreign products that have entered e-commerce in Indonesia. It cannot be denied that the technological advances that have occurred have also become an opportunity for MSMEs, namely to increase online sales (e-commerce). Increasing sales through e-commerce is also an attraction for increasing MSME income. Research by (Nurlela & Haryono, 2018) shows that e-commerce has a significant effect on MSME income.

The digital era is an exciting era for business and technology. Exciting new technologies, such as the cloud, big data, machine learning, and cognitive computing, are emerging, and they promise to completely change the way business was done previously (Prasad, Shankar, Gupta, & Roy, 2018).

The era of digitalization 4.0 has had a shifting effect on marketing techniques. The benefits internet marketing offers mark this shift. The benefits are connecting producers with customers directly, reducing intermediary costs so that product prices are cheaper, and producing interactive communication between producers and customers (Eid and Trueman, 2002). Shopping via the Internet also provides convenience because it has no time limits and provides facilities for ordering payment and delivery, and two-way communication with customers (Yazdanifard et al., 2011).

The Ministry of Communication and Information (*Kemkominfo*) stated that internet users in Indonesia have now reached 82 million people, and Indonesia is ranked 8th in the world (Kominfo RI, 2015). With current technological advances, one effort to increase online sales is to design a marketplace for MSME products. Marketplaces can be an alternative for MSME actors as a medium for sales and can shorten the existing distribution chain in marketing MSME products.

After Indonesia was declared free from Covid-19, MSMEs began to revive to catch up with the decline in turnover experienced during Covid-19. Various efforts have been made by MSME actors in Temuroso village, Guntur Demak district (including Tribal Cloth Screen Printing), one of which is selling their products online. Apart from that, these MSME actors have also participated in digital marketing training so that these MSME actors can better understand how to sell their products online. To better understand online sales and digital marketing as an effort to increase online sales of MSME products, MSME actors in Temuroso village, Guntur subdistrict, Demak Regency, Central Java need to be given training related to digital marketing, namely "Marketplace Design." This training was attended by twenty MSMEs in Temuroso, Guntur, Demak.

PROBLEMS AND SOLUTIONS

Several community members in Temuroso village have created entrepreneurship with different types of businesses, namely fashion, culinary, trade, crafts, and food and beverage. Ministry of Cooperatives and SMEs (2020) was reported that 56% of MSMEs admitted to experiencing a decline in sales turnover due to the Covid-19 pandemic, another 22% experienced difficulties in obtaining financing/credit, 15% experienced problems in distributing goods, and the remaining 4% reported difficulty obtaining raw materials. The decline in turnover of MSMEs and cooperatives due to Covid-19 is very significant. This is also felt by entrepreneurs in Temuroso, Guntur, Demak, affected by the Covid-19 pandemic, resulting in a significant decline in sales.

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Meanwhile, the definition of design is a creative activity involving the creation of something new and useful that did not exist before (Hidayat, 2020). Design is used to create an object, system, component, or structure that is useful for humans. Marketplace is an application or website that provides online buying and selling facilities from various sources. In other words, the meaning of marketplace is this business model where the website not only helps in promoting products but also bridges online transactions between sellers and buyers (Hidayat, 2020). The smart clothing order marketplace design application will make it easier for customers to choose clothing designs and materials as well as tailoring services (Kumaidi, 2018). Referring to (Kumaidi, 2018), it is hoped that marketplace design training will make it easier for MSME actors to create MSME product designs that will be sold online so that it will make it easier for customers to choose MSME product designs. Thus, choosing a marketplace design as a solution to increase online sales of MSME products further is the right solution.

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LITERATURE REVIEW

Digital Marketing

Digital Marketing is defined as marketing activities that include branding using various web-based media (Sanjaja & Tarigan, 2009). Likewise, according to (Sanjaja & Tarigan, 2009), Digital marketing is marketing activities including branding that use various web-based media such as blogs, websites, e-mail, Adwords, or social networks. On the other hand, digital marketing, also called e-marketing, is defined as the use of digital technology to achieve marketing goals as well as efforts to develop or adapt the marketing concept itself, be able to communicate on a global scale, and change the way companies do business with customers (Ali, 2013).

Marketplace Design

The term “Design” in Bahasa is adopted from English: design. However, the term “design” can accommodate the activities, knowledge, breadth, and prestige of the profession or competence of Designers. Meanwhile, the definition of design itself, according to JB Reswick, is that creative activity involves creating something new and useful that did not exist before.

Marketplace is a virtual market where the market is a meeting place for buyers and sellers to carry out transactions. A marketplace has the same function as a traditional market. The difference is that the marketplace is more computerized by using the help of a network to support a market so that it can be carried out efficiently in providing updated information and services for different sellers and buyers.

Marketplaces is an internet-based online media (web-based) where business activities and transactions between buyers and sellers are carried out. Marketplace is an application or website that provides online buying and selling facilities from various sources. In other words, the meaning of marketplace is the business model where the website not only helps in promoting products but also bridges online transactions between sellers and buyers.

Some of the goals of a design are as follows:

- Design is used to create an object, system, component, or structure that is useful for humans.
- To increase efficiency, productivity, and quality of human life.
- A design combined with elements of art and technology aims to create security, comfort, and beauty.
- People get a better understanding of what their abilities and limitations are and the things around them.

Marketplace Design includes: 1). Activity diagram managing products, 2). Activity diagram manages delivery, 3). Activity diagram carrying out purchase transactions, 4). The activity diagram confirms product receipt (Ashari, AN. and Manikam, RM., 2019).

METHOD

To increase sales of MSME products online through marketplace design training in Temuroso, Guntur, Demak, several approaches were carried out as follows: a). Group Based: dividing the training participants into two groups with the aim of making it easier to coordinate taking part in training on creating marketplace designs. b). Comprehensive: this training is carried out in its entirety, starting from an introduction to the types of components that make up a digital marketing strategy, types of digital marketing, and social media platforms to Digital Marketing Content as one of the product designs in the marketplace. c). Competency-Based: this training will be guided by competent resource persons. The activity method in community service is shown in Figure 1:

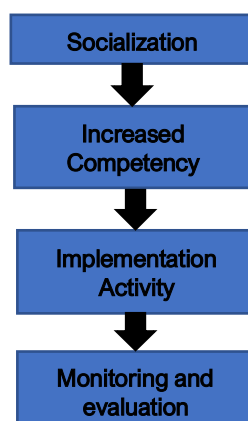


FIGURE 1: Flowchart of activity method

Figure 1 above shows that there are four steps taken in this community service activity, namely: socialization, increasing competence, implementing activities, and monitoring and evaluation. In this socialization activity, the selected training participants are expected to have the mindset and commitment to take part in this training. The increase in competency is intended to equip participants and practice marketplace design through each participant's gadget so that participants can have the skills to create their product designs. Carrying out the activity, the training participants (MSMEs in Temuroso, Guntur, Demak) will follow and practice marketplace design and commit to a predetermined schedule together. Monitoring and evaluation to find out whether training results and marketplace design practices have been implemented or not, as well as monitoring the development of online product sales.

In implementing "Community Empowerment through marketplace design training as an effort to increase sales of MSME products digitally to MSME actors in Temuroso Village, Guntur District, Demak Regency," this community service involves partners, such as Tribal Cloth Screen Printing as the MSME coordinator in Temuroso, Guntur, Demak, totalling 79 MSMEs. This training was attended by around twenty MSMEs in Temuroso, Guntur, Demak.

RESULTS AND DISCUSSION

Results of implementing "Community Empowerment Through Design Training on the Marketplace as an Effort to Increase Sales of MSME Products Digitally to MSME Actors in Temuroso Village, Guntur District, Demak Regency," is currently focused on creating interesting social media content to introduce products that will be sold online.



FIGURE 2. (a) and (b) Presentation of Activity Objectives and Provision of Materials

In this marketplace design training, the authors will first introduce the types of components that make up a digital marketing strategy, types of digital marketing and social media platforms, then Digital Marketing Content as one of the product designs in the marketplace. The description of each material is as follows:

- Introducing the components that make up a digital marketing strategy



FIGURE 3. Marketing strategy components

Types of digital marketing and social media platforms



FIGURE 4. Digital media platform

Digital Marketing Content as one of the product designs in the marketplace

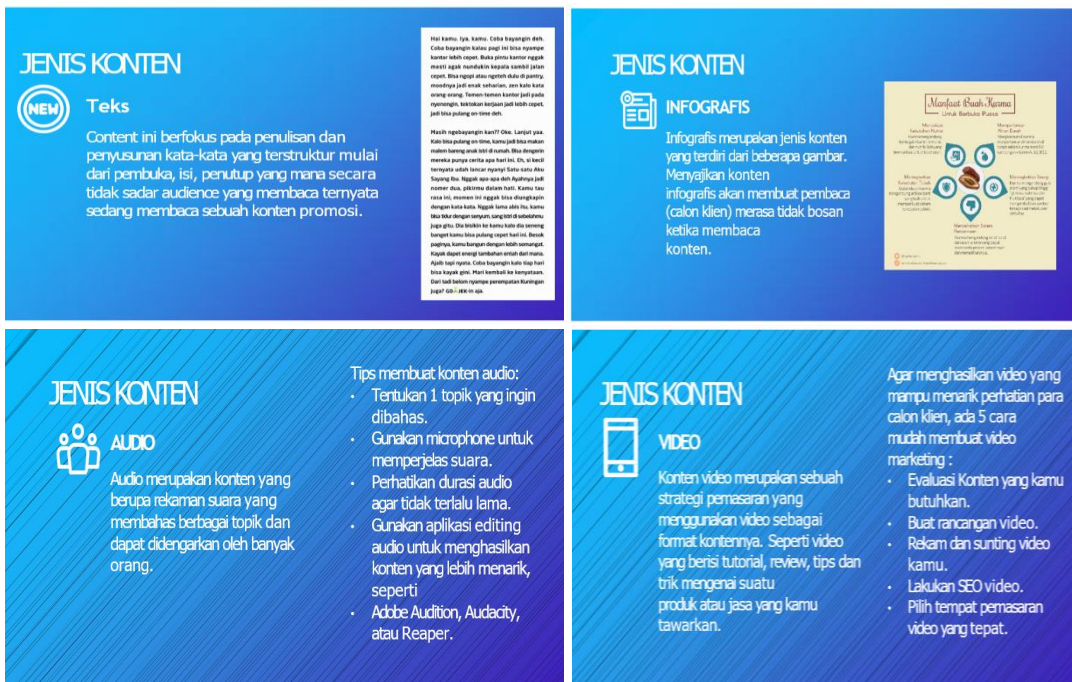


FIGURE 5. Digital marketing content

The following are the results of the responses of MSME actors in Temuroso, Guntur, Demak, after

participating in community service activities regarding “Community Empowerment Through Design Training in the Marketplace as an Effort to Increase Sales of MSME Products Digitally to MSME Actors in Temoroso, Guntur, Demak” presented in table 1 as follows:

TABLE 1. Interview results by participants

Marketplace Design Training that is most useful	Statement by MSME actors in Temuroso, Guntur, Demak
Increased online product sales	Alfiah: with this marketplace design training, we will try to increase product sales online
Boosting posts	Alfiah: this marketplace design training will increase product posting on social media
Increase product sales online.	Ali Mustofa: This marketplace design training is very useful for increasing product sales online
Helping the development of MSMEs in Temuroso village	Abdul Rohman: this training activity for MSMEs will be useful in helping MSMEs in Temuroso village develop online sales of their products.
Improved online trading	Siti Zubaidah: this marketplace design training will really help MSMEs to trade online

Table 1 shows that the design training in this marketplace provides benefits for MSMEs in Temuroso, Guntur, Demak. As for the statements of training participants (MSME actors), this was expressed by the training participants (MSME actors) regarding the benefits of marketplace design training as follows:

With this marketplace design training, the authors will try to increase product sales online and by increasing product postings on social media. Another participant said the training activities for MSMEs will be useful in helping MSMEs in Temuroso village develop their product sales online. Likewise, another participant stated that this marketplace design training will really help MSMEs to trade online.

The results of the questions and answers and testimonials conducted at the end after the marketplace design training were conveyed by several participants that this training activity was very helpful. This will be useful to help MSMEs in Temuroso village develop online sales of their products. This is supported by research results by (Ashari, AN. and Manikam, RM., 2019), that designing a marketplace application provides benefits and added value for customers and building materials managers. Furthermore, with the building materials marketplace application, it will make it easier for users to market their products online. This is also supported by (Sari, Sayadi, and Hidayati., 2020), that digital transformation is becoming more advanced and sophisticated every day, has many benefits for the development of today’s business world, and technology can save time, energy, and costs with maximum results. On the other hand, (Gengatharen, DE, & Standing C, 2017) showed the most significant factors influencing the success or failure of regional e-marketplaces for government-supported SMEs are as follows: innovation of SME owners, Ownership and governance structure of regional e-marketplaces that fosters trust and builds critical mass by involving SMEs in the development and management of regional e-marketplaces; focus on a regional e-marketplace structure with a regional profile by leveraging existing community ties and business relationships; adopting a phased approach to regional e-marketplace development; and ensuring the benefits of regional e-marketplaces for SMEs.

CONCLUSION

Based on the results and discussion, Community Empowerment through Design Training at the Marketplace as an Effort to Increase Sales of MSME Products Digitally to MSME Actors in Temoroso, Guntur, Demak, it can be concluded that:

- With this marketplace design training, the authors try to increase product sales online and by increasing product postings on social media.

- With this training activity for MSMEs, it will be useful to help MSMEs in Temuroso in developing their product sales online.
- This marketplace design training really helps MSMEs to trade online.

SUGGESTION

Future community service activities should provide training related to developing a marketplace on a website application so that many users can use the application and help MSMEs, especially in Temuroso, Guntur, Demak, in promoting their products online or digitally based.

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