



INCREASING THE CAPABILITIES OF PEKASIRAN VILLAGE MSMEs THROUGH SOCIALIZATION AND TRAINING IN DIGITAL MARKETING CONTENT CREATION AND BUSINESS LICENSING

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ABSTRAK

Pekasiran Village, Batur District, Banjarnegara Regency has a role in realizing the development of MSMEs in Indonesia. MSMEs in Pekasiran village still need innovation to further improve existing MSMEs. To increase the capabilities of MSMEs, Most MSMEs in Pekasiran village do not have an effective marketing strategy and mastery of digital marketing knowledge is not yet fulfilled due to the lack of socialization regarding this matter. In accordance with the current conditions of MSMEs in Pekasiran village, dedication is carried out to improve the development of MSMEs in Pekasiran village in the form of creating product photo content, packaging, label and branding innovations, as well as marketing strategies for MSMEs using social media and existing marketplaces. The community service program to increase the development of MSMEs has been running smoothly. The main agenda or work programs that were successfully implemented included Socialization Socialization of the use of digital marketing and business licensing in order to increase the capabilities of MSMEs in Pekasiran Village and Continued outreach activities, assistance to MSMEs for packaging innovation in the form of logos and *labelling*. Creating and tutoring the using of social media and *marketplace*.

Keyword: Pekasiran village, Banjarnegara, MSMEs, community service,

1. INTRODUCCION

IN the context of current economic dynamics, MSMEs (Micro, Small and Medium Enterprises) have become the main pillars of economic growth in various countries. MSMEs not only play a role in creating jobs and income, but also in encouraging innovation, driving local and global trade, and supporting community empowerment. However, the succes of MSMEs in facing challenges and taking advantage of existing opportunities is largely determined by the conditions they face.

In general, tourism is categorized into two groups, namely mass tourism and alternative or thematic tourism. Currently, tourism trends are changing from mass tourism to alternative tourism.

This causes tourists to have destinations that are friendlier to nature and society, known as ecotourism. One form of this type of tourism trend is the Tourism Village, which has been designated as one of the flagship programs of the Ministry of Tourism and Creative Economy. Tourist villages are one of the tourism sectors that is increasingly showing its existence. Tourist village interpreted as a form of relationship between attractions, accommodation and other facilities offered in a community living system that is continuously maintained. Development tourist village increasingly competitive, this situation can be seen from the various potentials it has in attracting tourist visits. These positive activities open up opportunities for perpetrators to be present MSMEs in an attempt synergy creating a sustainable tourism



economy. Both sectors are good tourist village or MSMEs must be able to have its own main attraction, supporters or advantages

The development of MSMEs in Indonesia, especially in the Central Java area, is increasing very rapidly, one of which is in Pekasiran village, Batur District, Banjarnegara Regency. The wider community refuses to be competitive and wants to develop village potential through empowering MSMEs. Based on observations, MSMEs in Pekasiran village still need innovation to further improve existing MSMEs.

Most MSMEs in Pekasiran village do not have an effective marketing strategy and mastery of digital marketing knowledge is not yet fulfilled due to the lack of socialization regarding this matter. In accordance with the current conditions of MSMEs in Pekasiran village, dedication is carried out to improve the development of MSMEs in Pekasiran village in the form of creating product photo content, packaging, label and branding innovations, as well as marketing strategies for MSMEs using social media and existing marketplaces.

2. METHOD

Several stages in Implementation the Main Program and Providing Assistance Include First Level deeper introduction to MSMEs and local residents through short observations, Second Level Socialization of the main program, namely marketing optimization through digital marketing and the introduction of business licensing for MSMEs in Pekasiran Village, which was carried out on Friday, 08 Juni 2023. Third Phase Following up on the socialization of work programs by providing assistance in the use of digital media for packaging innovation, labeling and expanding marketing reach by creating and using tutorial *smarketplace*.

The results of the implementation of the main work program are as follows conveying information on the main work program through brief observations of MSMEs, socialization of the use of digital marketing and business licensing in order to increase the capabilities of MSMEs in Pekasiran Village, creating packaging innovations in the form of logos and labeling for the MSMEs we assist, creation of a private marketplace to increase the quantity of sales of a product.



Picture 1. Survey on Location



Picture 2. MSMEs in Pekasiran village

3. RESULT

The implementation of community service activities is carried out offline and is attended by the majority of MSMEs who live in Pekasiran Village, Kediri. The implementation of this community service begins with the Community Service Team contacting the head of each hamlet. This is done to provide data regarding MSMEs in the area. The majority of businesses run by MSMEs in Pekasiran village are in the fields of goods, food and beverage processing. The superiority of products in Pekasiran village is products made from carika fruit as raw material. Carika fruit is produced into carika syrup, carica candy, carika dodol. Apart from that, there are superior foods in Pekasiran village, namely Dutch eggplant and fat chilies which are made into sweets and also dodol. The goods produced in Pekasiran village that are unique to this village are the production of wooden sandals.

Furthermore, the Community Service Team provided an explanation of the implementation plan as a form of socialization carried out. After the socialization was carried out, the MSME data obtained by the Team prepared a training location and accommodation for the training implementation by

contacting the Pekasiran village. Furthermore, socialization in the form of training was carried out, namely optimizing marketing through digital marketing and introducing business licensing for MSMEs in Pekasiran Village. This needs to be done to optimize effective marketing communications to support marketing and increase product sales.

The material is explained in detail using presentation slides, through demonstrations of visualization of images and ending with a discussion. The results of these community service activities are running smoothly, especially as several MSMEs have implemented marketing communications, although it is not effective enough. This is because there is still a lack of knowledge about how to use marketing media efficiently. During the provision of material, MSME participants were able to understand well the material provided, this was proven by enthusiasm during the question and answer session and discussion.

To measure the success of community service, the team conducted an evaluation using pre-tests and post-tests for community service participants. This is used to measure the extent of participants' knowledge about entrepreneurship and what can be understood from the material presented. The results of the implementation of the main work program are:

1. Conveying information on the main work program through brief observations of MSMEs
2. Socialization of the use of digital marketing and business licensing in order to increase the capabilities of MSMEs in Pekasiran Village.



Picture 3. Socialization of the use of digital marketing and business licensing

3. Creating packaging innovations in the form of logos and labeling for the MSMEs we assist.

4. Creation of a private marketplace to increase the quantity of sales of a product.

4. CONCLUSION

Community Service Activities with the theme Synergy between the community and STIE Totalwin to Create Superior MSMEs in the District. Banjarnegara. The community service program to increase the development of MSMEs has been running smoothly. The main agenda or work programs that were successfully implemented included:

1. Socialization Socialization of the use of digital marketing and business licensing in order to increase the capabilities of MSMEs in Pekasiran Village.
2. Continued outreach activities, assistance to MSMEs for packaging innovation in the form of logos and *labelling*. Creating and tutoring the using of social media and *marketplace*.

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