



## Digital Entrepreneurship Assistance for Handicraft SMEs in Cileng Village

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### Abstrak

Pertambahan jumlah UMKM tidak akan berkontribusi dan sustain jika UMKM tidak mampu bersaing dengan perubahan zaman. Internet of Things (IoT) merupakan salah satu bentuk perubahan zaman yang berdampak pada semua aspek termasuk dalam bisnis. Dampak IoT pada bisnis adalah adanya peralihan bisnis dari bisnis konvensional ke bisnis digital. UMKM harus merespon perubahan bisnis tersebut, salah satunya dengan merubah pemasaran konvensional ke pemasaran digital. Tujuan dari kegiatan ini adalah untuk menambah literasi tentang strategi pemasaran dan teknologi informasi, mengembangkan jangkauan pemasaran, serta peningkatan omzet. Sasaran program PKM ini adalah kelompok UMKM penghasil handicraft di Desa Cileng, Magetan yang masih minim literasi tentang pemasaran dan teknologi informasi. Metode pengabdian adalah pendampingan dan pelatihan. Pendampingan dan pelatihan yang dilakukan terkait foto produk, pembuatan deskripsi produk dengan teknik copywriting, dan membuka toko online. Program pelatihan diharapkan dapat meningkatkan pengetahuan literasi tentang pemasaran digital, memperluas jangkauan pasar, dan pemenuhan target omzet yang diinginkan. Apalagi pengabdian masyarakat ini berpotensi untuk pengembangan UKM berbasis Ekonomi Kreatif.

**Kata Kunci:** Pemasaran Digital, Handicraft, UMKM

### Abstract

The increase in the number of MSMEs will not contribute and support them if they cannot compete with the changing times. Internet of Things (IoT) is one form of changing times that impacts all aspects, including business. The impact of IoT on business is the existence of businesses, from conventional businesses to digital businesses. MSMEs must respond to these business changes, one of which is by changing conventional marketing to digital marketing. This activity aims to increase literacy on marketing strategies and information technology, develop marketing reach, and increase turnover. The target of this PKM program is a group of MSMEs producing handicrafts in Cileng Village, Magetan, which still lacks literacy about marketing and information technology. The method of service is mentoring and training. Mentoring and training related to product photos, making product descriptions using copywriting techniques, and opening an online store. The program is expected to increase knowledge about digital marketing training, market reach, and meeting the desired turnover target. Moreover this community service potential for the development of Creative Economy-based SMEs.

**Keywords:** Digital Marketing, Handicraft, SMEs

## 1. INTRODUCTION

SMEs are known to be able to create jobs and absorb labor (AlBar & Hoque, 2019; Polter & Scherer, 2017; Sulfati, 2018). SMEs in Indonesia are spread across 34 provinces. East Java is the second largest province in Indonesia, the center of the economy in the eastern region of Java Island (Anugerah & Nuraini, 2021; Maulana et al., 2021; Qosasi et al., 2019). The number of SMEs continues to grow until now. This increase will not contribute and sustain if SMEs cannot compete with the changing times (Abri et al., 2018; Sunday & Vera, 2018; Widiyanto & Harsanto, 2017). Internet of Things (IoT) is one form of changing times that impacts all aspects, including business. IoT can be connected between products, services,

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places, tools, and humans (Robandi et al., 2019; Wilianto & Kurniawan, 2018). IoT encourages the creation of various digital tools. The impact of IoT on business is the existence of businesses, from conventional businesses to digital businesses (Aslam, 2021; Harsanto, 2014; Shehata & Montash, 2019). SMEs must respond to these business changes, one of which is by changing conventional marketing to digital marketing.

Digital entrepreneurship is entrepreneurship that utilizes the digital transformation of business and society (Lestari et al., 2022; Spulber, 2019). Digital marketing is part of digital entrepreneurship that utilizes technology in its marketing (Allen, 2019; Farrell et al., 2019; Lynch et al., 2021). Digital marketing can use the help of social media, such as Facebook, WhatsApp, Instagram, Youtube, Twitter, and Websites. The advantage of digital entrepreneurship is that entrepreneurship efforts are affordable and more effortless and even provide collaboration opportunities so that they can become more effective (Arifin et al., 2015; Dwivedi et al., 2021; Raharjana & Putra, 2020).

Competitiveness can be seen in terms of quality and creativity. The challenge of entrepreneurship is that competitors are increasing rapidly, and the number is needed, so a strong entrepreneurial spirit is needed (Isenberg, 2011; Mason & Brown, 2014; Spulber, 2019). In addition, the community also has to have creativity and innovation in facing the current digital world; first of all, there are challenges to implementing the ASEAN Economic Community, which will certainly affect cooperatives and SMEs. Therefore, cooperatives and SMEs must be able to develop by increasing their competitiveness (Hamsani & Khairiyansyah, 2018; Idota et al., 2020; Neirotti et al., 2018).

It is in line with previous study analyze resilient female leadership as a sustainable promoter of business excellence in small and medium-sized Wayuu handicraft marketing enterprises (Acevedo-Duque et al., 2021). This study confirms the positive relationship between sustainability and resilience in handicrafts market, being women who turn their actions into success factors by working with women who show technical, conceptual, and human skills. Moreover, it is reinforced by other study. That this study is the imbalance between the growth of handicraft export market with the small number of branding for handicraft product produced by SMEs in Thailand (Nik Mat & Marangkun, 2010). The finding found that SMEs are major contributors to Thailand's economy especially in increasing export market to counter the increase of the import. SME contribute 40% to the country's GDP.

Cileng village is located in Poncol sub-district, Magetan district has the potential to produce handicrafts (souvenirs). Most (67%) of the Cileng village community work in the handicraft industry, so the handicraft products produced are very diverse. The products produced by SMEs are handicrafts from the village of cileng, such as woven mats, capil, coral wungu splashed batik, and jail-jali bags. Based on the observations, the people of Cileng village are still less literate about the product promotion system, even though promotion is crucial in product sales and increasing turnover. The promotion system for SMEs in Cileng village still uses the traditional "getok tular." It is a product promotion only done by word of mouth from the surrounding community (Harjanto & Mulyana, 2008; Rembulan, 2018). This method is believed to be less effective in reaching consumers outside the area during the current Covid-19 period. The lack of market reach makes the products offered less salable in the market because only a few consumers know. Expanding market reach in the Internet of Things era and the Covid-19 pandemic can be done by entering the virtual market. However, SMEs in Cileng village still lack knowledge about virtual markets and digital marketing.

Based on the above problems, digital entrepreneurship training activities include public lectures (socialization) on digital marketing and information technology, training and mentoring of product photos and copywriting product descriptions, as well as training and

mentoring of online shops in marketplaces and social media can improve the welfare of SMEs in the village of Cileng handicrafts. This activity is in line with the vision and mission of the Magetan Regency Government, namely empowering independent villages, improving the regional economy through partisanship, empowerment of cooperatives and micro-enterprises as pillars of the populist economy, and empowering rural communities as the basis and spearhead of regional development. The expected impact of the activity is that 12 groups of SMEs in Cileng village can synergize with SMEs in Magetan Regency and become a regional handicraft souvenir center, which will increase the welfare of SMEs in Cileng Village. The results of the Program Kreatifitas Mahasiswa also synergize with the study of the accounting program roadmap, namely a study of mapping and potential development of Creative Economy-based SMEs.

## **2. METHODS**

The problems of marketing and literacy in the handicraft SMEs in Cileng village that has been described need to be resolved immediately. Problem-solving is carried out using training and assistance regarding digital marketing and information technology to expand market reach and increase the sales turnover of local SMEs handicraft products in Cileng.

The Digital Entrepreneurship training for the Handicraft craftsman group in Cileng Village will be implemented for four weeks while still adhering to the Covid-19 task force guidelines and health protocols. The details of the activities consist of preparation, the preparation of this program was carried out using the Focus Group Discussion (FGD) method, with the target of this program being 12 groups of handicraft craftsmen, namely jali-jali bag craftsmen, batik craftsmen, sulak bulu ayam artisans, and key chains. This FGD was also attended by the village head and his staff as well as community leaders. This activity discussed the technical implementation of the Digital Entrepreneurship program in a conducive manner by the Shopee Marketplace and national economic empowerment experts.

The implementation is carried out at the Cileng Village Hall, Poncol District, Magetan Regency by delivering material by the executor; the performance of this activity including, 1) the material was delivered by an expert on National Economic Empowerment, using easy-to-understand language and supporting pictures as an indirect method for understanding the material. 2) They are learning the application of Digital Entrepreneurship and Information Technology training in marketing products through social media on how to sell in virtual markets. 3) Product photo session and product description copywriting, where craftsmen are taught how to take good photo techniques so that the product looks elegant, attracts buyers and writes persuasive product descriptions. 4) The question-and-answer session aim to resolve the possibility of a problem arising by the training participants.

Program guidance and mentoring are carried out on an ongoing basis once a week for three weeks to determine the progress of activities. Consultation activities are carried out through WhatsApp groups and video calls. The activity consisting of implement digital entrepreneurship and information technology training activities in marketing products through social media. Second product photo session and product description copywriting, where artisans are taught how to take good photo techniques so that the product looks elegant, attracts buyers and writes persuasive product descriptions. And last monitoring and evaluation, it was carried out to determine the obstacles faced when implementing the training program, which is carried out on the last day of the training program starting from the start of the training.

### 3. RESULTS AND DISCUSSION

#### Results

##### *Public Lecture (Socialization) on Digital Marketing and Information Technology Materials*

Literacy regarding digital promotion strategies and information technology for SMEs handicrafts in Cileng Village is still minimal. The knowledge in question is determining product segmentation, market prices for similar goods, consumer tastes, the internet, maximizing the use of smartphones, online buying and selling platforms, and product branding. The public lecture or socialization about digital marketing and information technology was delivered by an expert, using easy-to-understand language and supporting pictures as an indirect method for easier understanding of the material. The materials presented include how to determine market segmentation, conduct online price surveys, product branding, use the internet, maximize the function of smartphones to market products, and explain online sales places such as marketplace platforms and social media.

The results of this MBKM community service activity are 1) an increase in literacy about digital entrepreneurship, 2) an increase in product market reach and turnover of SMEs Handycraft in Cileng Village, 3) Having an online shop on social media and market places. The activities of digital marketing training is show in [Figure 1](#).



**Figure 1.** Digital Marketing Training

##### *Product Photo and Copywriting Training and Assistance*

Virtual marketing requires product photos to display merchandise. Handicraft SMEs in Cileng Village were given training and assistance regarding product photos that sell using their smartphone, namely smartphones. Abdimas accounting study program team explained how to take photos with angles that match the color and character of the product, photo lighting techniques, and photo editing techniques via smartphones and lightroom applications to sharpen the quality of colors, images, and light so that product photos look more attractive. Product photos are taken at an angle that matches the color and character of the product,

using good lighting and edited using lightroom presets to be sharper and more attractive, which is not inferior to professional product photos.

Abdimas accounting study program team also provides copywriting training. The reason is that sometimes buyers are not only interested in visuals (goods) but also words. Copywriting is script/text writing so that the marketed product can hypnotize buyers (Madjadikara, 2004; McLeod et al., 2019). Team provides training such as using product descriptions in trending youth languages, writing using quantitative data about product advantages, using hashtags, and so on. The activity is show in Figure 2.



**Figure 2.** Copywriting Training Activities

Giving a description of the product uploaded on the shopee marketplace and Instagram social media can provide information to consumers about the product's superiority so that consumers buy directly without having to ask. The use of hashtags can make handicraft products easy to find in search engines, so the probability of products being sold is higher. Table 1 show some examples of copywriting made.

**Table 1.** Sample of Copywriting

Tas Jali-Jali	<p>Kebutuhan akan tas dengan berbagai macam model dan ukuran, memantik kelompok UMKM Desa Cileng untuk menghasilkan tas dengan bahan dasar ramah lingkungan.</p> <p>Bahan : Anyaman Jali</p> <p>Warna: Putih, Hitam, Pink, Kuning, Biru.</p> <p>Harga : Rp. 30.000</p>
Kemoceng Bulu Ayam	<p>Kemocheng terbuat dari bulu ayam asli dijamin tahan lama dan tidak mudah rontok.</p> <p>Panjang bulu: 37cm, Panjang Gagang: 22cm</p> <p>Harga: Rp. 15000</p>

### *Product Marketing Training and Assistance Through Social Media and Opening an Online Store*

Handicraft SMEs in Cileng Village do not know how to sell in the virtual market. Therefore, Abdimas accounting study program team provides training and assistance in entering the virtual market. Initially, the Handicraft SMEs participants in Cileng Village were

given material from the Market place Shopee on how to sell in the virtual market. The material presented includes how to create a shopee account, activate a shopee online store, upload products on shopee, reply to buyer chats, use advertising features on shopee, put a description, and so on. Then, Abdimas accounting study program team provided material on how to sell on Instagram social media. The material presented includes creating an Instagram account, adding and finding followers, uploading products to feeds and stories, placing product captions, and so on. As a result, the Handicraft SMEs in Cileng Village managed to have an online shop for handicraft products at shopee (a shop with an account name @deksiva) and Instagram (@cileng\_officialstore). As show in Figure 3.

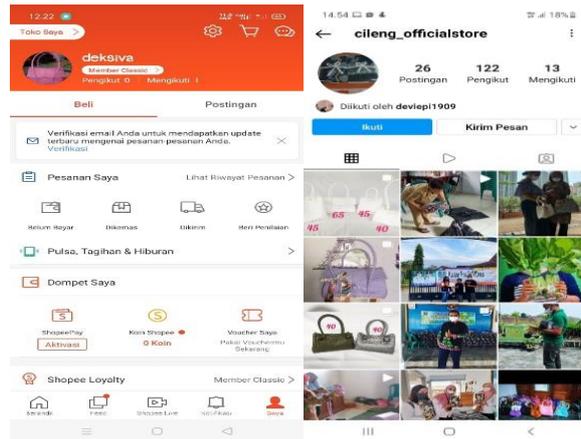


Figure 3. Online Shop and Social Media Account

Through this online shop, the Handicraft SMEs in Cileng Village have expanded their market reach. Initially, handicraft orders were only limited to the people of Cileng village or Magetan district, but now the Handicraft SMEs in Cileng Village can serve handicraft orders throughout Indonesia. As many as 70% of handicraft sales come from outside the village of Cileng or Magetan district. The most frequent deliveries of handicrafts are to areas of Surabaya, Solo, Madiun, Bandung, DKI Jakarta, and DI Yogyakarta. The expanded market reach also has an impact on increasing the turnover of the Handicraft SMEs in Cileng Village by 20% -30% every month.

**Discussion**

This community service activity aims to increase literacy on marketing strategies and information technology, develop marketing reach, and increase turnover. This activity consists of several stages including entrepreneurship training activities including public lectures (socialization) on digital marketing and information technology, training and mentoring of product photos and copywriting product descriptions, as well as training and mentoring of online shops in marketplaces and social media can improve the welfare of SMEs in the village of Cileng handicrafts.

The benefits of this activity provide Digital Entrepreneurship training such as literacy on digital marketing, product photos, and digital marketing tools (such as having an online (virtual) shop in the shoppe marketplace and Instagram social media). The target of this activity is a group of handicraft craftsmen in Cileng Village, followed by 12 groups of SMEs. The selection of this target follows the background that has been written above. Then dissemination of knowledge in economics, marketing management, and relevant information technology for handicraft artisans in Cileng Village. And also provide education to make the Handicraft Crafts Group of Cileng Village meet the desired targets.

Benefit of SMEs have state by other previous study that examines how the external factors – i.e. customers, competitors – that driven Malaysian SMEs to adopt E-Commerce may influence the benefits these SMEs gained by adopting such technologies (Kartiwi et al., 2018). The findings show the SMEs that were driven to adopt E-Commerce by customers demand are less likely to experience the reduction of operational cost. The results also show that SMEs would be able to achieve most of the expected benefits of E-Commerce adoption, if it is aimed as a tool to improve the competitiveness of the business. It is also reinforce by other study that demonstrating that small and medium enterprises (SMEs) (Ray & Ray, 2006). The result found that SMEs can derive strategic benefits from using publicly available web services, and that SMEs may be best able to take advantage of the inexpensive, user friendly third party web services that are emerging. The business and IT strategies, first year results, and key success factors are described followed by a discussion of the generalizability of the strategies employed. In conclusion, possible directions for future research are discussed.

The advantages of this program are that it has succeeded in increasing turnover, expanding market reach, and attractive product photos. The expected impact of the activity is that the Handicraft based SMEs in Cileng Village can synergize with the based SMEs in Magetan Regency and become a regional souvenir center for handicrafts. However, this training encountered obstacles, namely the low acceptance of handicraft craftsmen in receiving the material presented. It is recommended to provide material with simple language further to be easy to understand.

#### 4. CONCLUSION

Digital Entrepreneurship Training Activities to Enter Virtual Markets for SMEs Handycraft is a training activity held in Cileng Village, Poncol District, Magetan Regency, with the target of Handicraft SMEs groups with products including jali-jali bags, batik, sulak bulu ayam, key chains. This training activity was held to provide knowledge about Digital Entrepreneurship and promotion advice through the marketplace and Instagram social media to develop businesses and reach a broad market. The activities of the MBKM Abdimas accounting study program team are expected to be able to improve the welfare of SMEs. This activity is in line with the vision and mission of the Magetan Regency Government, namely empowering independent villages, improving the regional economy through partisanship, empowerment of cooperatives and micro-enterprises as pillars of the populist economy, and empowering rural communities as the basis and spearhead of regional development. On the other hand, the results of the Abdimas MBKM program with an accounting study program roadmap are mapping studies and the potential for developing Creative Economy-based SMEs.

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