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## **Socialization of Improving Village E-Catalogs to Increase the Competitiveness of MSMEs in Villages**

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### **Abstract**

Currently, the involvement of MSMEs in the economic development process is very rapid, considering that their level of productivity must continue to be developed alongside large businesses. MSMEs contribute to labor absorption on average by 96.66% of the total national workforce, while large businesses only contribute an average of 3.32% to the national workforce. The high ability of MSMEs to create employment opportunities indicates that MSMEs have considerable potential to be developed throughout the country. However, on the other hand, MSMEs have many obstacles, namely limited working capital, low human resources, and lack of mastery of science and technology. Providing information and market networks, easy access to funding, assistance and increasing information technology capacity are efforts to increase the competitiveness of Indonesian MSMEs. Teluk Karya Village needs technology in the midst of globalization. Most of the problems faced are product marketing and their human resource knowledge is still lacking. This Community Service was carried out in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan. In obtaining the data used were observation and literature study. This service activity is an effort to improve the E-Catalog to increase the competitiveness of MSMEs in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan. This effort was motivated by the lack of implementation of the development of E-catalog technology and information in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan, which resulted in a lack of information on the use of marketing through social media, especially using E-Catalogs which could increase the competitiveness of MSMEs in Teluk Karya Village, District Lampihong is not optimal yet. As a form of the author's thinking, several efforts and breakthroughs are offered, namely: 1.) The role of E-Catalog for the Teluk Karya Village community in increasing the competitiveness of MSMEs in the Village, 2.) Increasing the income of village communities, especially MSME actors, in conducting their businesses so that they can compete well and create sustainable community welfare.

**Keyword :** *MSMEs, Competitiveness, Teluk Karya, E-Catalog*

### **INTRODUCTION**

Indonesia is a country whose national development covers all aspects of national life, carried out jointly by society and the government. The community is the main actor in development, and the government is obliged to direct, guide, protect and foster a supportive

atmosphere and climate (Susanty, *et. al.*, 2021). According to Law no. 20 of 2008 concerning Micro, Small and Medium Enterprises explains that Micro, Small and Medium Enterprises are business activities that are able to expand employment opportunities and provide broad economic services to the community, and can play a role in the process of equalizing and increasing community income, encouraging growth. economy and play a role in realizing national stability. Even though Micro, Small and Medium Enterprises have demonstrated their role in the national economy, in reality they still face various obstacles and obstacles, both internal and external, in terms of production and management, marketing, human resources, design and technology, capital, and climate. business. (Fadly, *et. al.*, 2021).

Indonesia is a country that has high economic potential and is starting to be noticed internationally. Indonesia is currently racing in the global market or what is known as the ASEAN Economic Community (AEC), which started in 2015. The high population of productive age in Indonesia is not directly proportional to the availability of jobs, thus encouraging Indonesian people to compete to create breakthroughs to increase power. competitive in order to advance the economy. So it is not surprising that business actors are starting to emerge in the Micro, Small and Medium Enterprises (MSME) industrial sector as one of the backbones of the people's economy (Hidayat, *et. al.*, 2023).

According to Adhiningsih, *et. al.*, (2016) The development of MSMEs has increased rapidly in number, MSMEs contribute to labor absorption on average by 96.66% of the total national workforce, while large businesses only contribute an average of 3.32% to the workforce. national work. The high ability of MSMEs to create employment opportunities indicates that MSMEs have considerable potential to be developed throughout the country. However, on the other hand, MSMEs have many obstacles, namely limited working capital, low human resources, and lack of mastery of science and technology. Providing information and market networks, easy access to funding, assistance and increasing information technology capacity are efforts to increase the competitiveness of Indonesian MSMEs.

The existence of MSMEs cannot be eliminated or avoided from today's national society. Because its existence is very useful in terms of distributing community income. Apart from that, it is also able to create creativity that is in line with efforts to maintain and develop elements of tradition and culture of the local community. On the other hand, MSMEs are able to absorb labor on a large scale considering Indonesia's large population, so this can reduce the unemployment rate. From this it can be seen that the existence of MSMEs which are labor intensive, use simple and easy to understand technology can become a forum for people to work (Setiawan, *et. al.*, 2022).

Current technological developments can encourage an industrial revolution both from a macro and micro business perspective. The existence of technology triggers the speed of adaptation of a person, entrepreneur, or whoever, which has a big impact on every activity. From a business owner's point of view, technological adaptation has a big influence on the movement of the business products they own. From this technology, all business actors are expected to be able to expand their product marketing network with the facilities available along with digital developments (Abidin, *et. al.*, 2023).

According to Aqilla (2022), from the MSME sector, it is clear that there is a large contribution to the preparation of Gross Domestic Product (GDP), although there are quite a few obstacles faced by MSME players. The obstacles that MSMEs face directly at this time, especially in Teluk Karya Village MSMEs, are limited knowledge about the use of technology, which prevents business actors from carrying out marketing that is easily accessible to all groups via the internet.

Digital marketing is a form of marketing that applies technology using social media or the internet. For people in urban areas, digital product marketing is no longer something strange to encounter (Pangestika, 2024). In this case, MSMEs have a big role in increasing Indonesia's economic growth because with Indonesia's large population, MSMEs play a role in increasing employment opportunities. A country's economy can develop with the existence of an innovative product that can be produced through entrepreneurship. In today's sophisticated digital era,

many businesses are growing because of the availability of supporting technology. One of the uses of technology that is currently trending is social media marketing. Indonesian MSMEs still encounter difficulties in penetrating the export market (Cahya, *et. al.*, 2023).

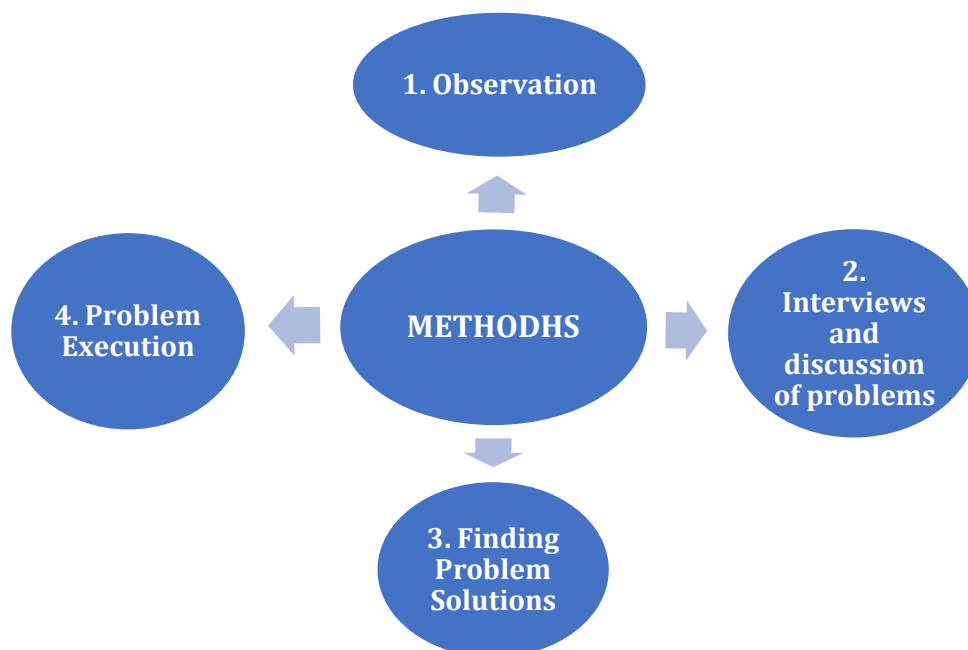
The development of increasingly sophisticated technology has become an asset for business development, especially for newly developed Small and Medium Enterprises. With the increasingly rapid development of information technology, data processing is also getting faster (Ramadhani, *et. al.*, 2023). For this reason, Teluk Karya Village, Lampihong District, needs technology that makes things easier between consumers and distributors. Therefore, this Appsheets application is used to create an online MSME catalog that is easily accessible to the community in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

When the author carried out his service in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan, the author encountered problems experienced by the people in the village, namely the lack of information and socialization that MSME actors, especially in Teluk Karya Village, still did not know much about the benefits of marketing via social media in particular. using E-catalog which can increase the competitiveness of MSMEs in Teluk Karya Village, Lampihong District. Most business owners experience delays in understanding how much benefit they can get from digital marketing and also the influence of social media. Delays in how important information technology (IT) literacy is means that business people and the people of Teluk Karya Village, Lampihong District, are experiencing more or less difficulties in the marketing and transaction processes. As a result, the potential of the MSME sector in Teluk Karya Village, which includes the Sasirangan Cloth Crafts business, is less able to reach a wide consumer audience. If you look at the potential selling power of Sasirangan Cloth, it can compete so that it can improve the welfare of the community in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

Therefore, the author believes that by holding outreach regarding E-Catalog Improvement Socialization can increase the Competitiveness of MSMEs in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

## METHODS

**Table 1**  
Problem discovery and problem solutions



During discussions with members of Teluk Karya Village officials, Lampihong District, Balangan Regency, South Kalimantan, the method of activity carried out was theory and guidance to the local Village MSME group and introducing the benefits of the Village E-catalog which can increase competitiveness in the village. From the observations made, it can be concluded that the community does not fully understand the benefits of the Village E-catalog which can increase competitiveness in the village. The problems presented in this method are such as:

1. Benefits of digital marketing using E-Catalog
2. The solution is how to utilize Social Media to carry out digital marketing using E-Catalog so that it can increase competitiveness in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

The important role of digital marketing using e-catalogs in increasing competitiveness in villages properly and optimally, so that it can provide knowledge and input from the use of social media as a digital marketing tool. Village residents, especially MSMEs in villages, can make good use of e-catalogs and technology that makes it easier between consumers and distributors, and can also reach a wide consumer audience.

## DISCUSSION

MSMEs are a very important business sector because of their role and function in the country's economy. MSMEs play an important role in providing employment opportunities. This can indirectly help reduce unemployment which can lead to a reduction in poverty levels in a country (Aliyah, 2022). MSMEs can maintain and increase their contribution to regional economic growth and increase revenues in the state tax sector, apart from being supported by large-scale industry, they are also supported significantly by small-scale industrial groups (Agusven, *et. al.*, 2023). MSMEs are one of the pillars of the country's economic resilience during the economic crisis. The development and growth of MSMEs itself is quite good from year to year. MSMEs in Indonesia have a strategic position which makes this sector a special concern for the government (Haq, 2022).

The public has recognized the role of MSME businesses in facing the crisis which has had a huge impact and is felt by large-scale businesses in all industrial sectors (Hidayat, *et. al.*, 2022). According to Gustika, *et. al.* (2022) there are four reasons that make MSMEs in Indonesia have a fairly strategic position, namely:

- 1) MSMEs do not require large capital  
This business does not require a large amount of capital like large companies, so starting a business can be said to be easy.
- 2) The workforce needed to establish an MSME is not tied to a particular formal education  
Most jobs in Indonesia still require workers from certain majors or education. This results in high job competition which is not balanced by the availability of job vacancies.
- 3) MSMEs are expected to be able to reduce the level of competition in looking for work so that the unemployment rate can be reduced  
Most MSMEs in Indonesia are located in rural areas and do not require infrastructure like large companies. Rural locations have the potential to absorb a large workforce and do not require certain educational qualifications.
- 4) MSMEs have a strategic position  
MSMEs also have strong resilience when an economic crisis hits a country. The economic crisis that hit Indonesia, which continued with the crisis of confidence in 1989, could not change and affect the existence of small businesses.

The result of this community service is providing outreach regarding the benefits of social media using E-Catalog as digital marketing which can increase the competitiveness of MSMEs in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

**Table 2.** Number of Training Socialization Participants

No.	Participant	Number of participants
1	Village Apparatus	10
2	Village Community (Village MSME Members)	25
Total		35

This Community Service Activity carries the theme "Socialization of E-Catalog Improvement to Increase the Competitiveness of MSMEs in Teluk Karya Village". The activity began with a quiz on 25 Village MSME participants, and the results obtained were that >70% of Teluk Karya Village MSME participants had never received information about digital marketing technology using Social Media, especially using E-Catalog. Then it was continued with a presentation of material about what the E-catalog concept is, the positive impact of using E-Catalog which can facilitate transactions between producers or business actors and consumers or distributors. Then it was followed by a 15 minute question and answer session. Before ending the activity, another quiz was held. Based on the quiz conducted at the end of the session for Village MSME participants, the results showed that there was an increase in knowledge about the use of E-catalogs as digital marketing advice for MSME players in marketing their sales after education was carried out. Students can answer questions asked by the educational facilitator correctly.

This socialization program service activity was continued with implementation, by conducting trials with an artificial database. The results of this trial are then discussed again with the partner, allowing for suggestions or revisions from the partner. The process of making this work takes a very long time because it involves many processes. The data collection itself took approximately 1 month. Then the trial process for making the application itself took approximately three weeks. Making the application takes one week and is included in the socialization implementation. The image of the UMKM E-Catalog Application in Teluk Karya Village, Lampihong District, is used to access the application very easily, just by downloading the application on the Appstore or Playstore. Type Application then install. After that, open the application using the application link that was created earlier. To share the application link, do so by clicking the add access icon at the top right then selecting copy share link.

According to Ramadhani *et. al.* (2023) Application advantages of using E-Catalog, namely:

- 1) Increase MSME income because there are still many MSME products that are little known in the community. This application will make it easier for MSMEs to market their products. This application also includes address data and contacts for MSMEs who can be contacted. And the presence of product description data and prices can make consumers interested, plus attractive product photos of each MSME product. Assistance and Optimization of MSME Competitiveness Using E-Catalog.
- 2) Increase and increase people's insight into the importance of using technology. This application can make people aware that the use of technology in this day and age is very profitable and provides many benefits. So that people become more interested in studying technology to develop their businesses and to develop their products. So that underdeveloped MSMEs will slowly develop.
- 3) Make it easier for village or sub-district officials to collect data on MSMEs. Because there are still many MSMEs that have not been recorded in detail, this application will make it easier for the parties involved to supervise and monitor the growth of MSMEs in their area. This data, which is always updated automatically, will also be very useful for various MSME activities from villages or sub-districts which aim to improve the welfare of the MSMEs themselves.
- 4) Make it easier for consumers to search for MSME products. This application is also equipped with various product information along with MSME information. Starting from the product name, product description, product price, product photo, business address, even complete

with ordering contacts along with the shop's website or Instagram. With all the detailed information available, it will certainly make it easier for consumers to buy MSME products that suit their tastes.

The socialization and implementation of the E-Catalog in the Teluk Karya Village MSME community has brought significant changes in the way they market and sell products. According to Irianto, *et. al.* (2023) The use of marketing technology using E-Catalog provides easier and faster access for MSME business actors to update and manage their product information. This leads to increased efficiency in the marketing process. There has been a marked increase in the ability of MSMEs to reach a wider market, reduce the risk of price abuse, and provide more accurate and transparent information to consumers (Heryana, *et. al.*, 2023).

According to Diani, *et. al.* (2022) Using the E-Catalog not only makes things easier for business actors, but also provides benefits to the local economy. Opportunities to expand markets, increase sales, and provide clearer and more detailed information to consumers indirectly support economic growth at the local level (Supriantna, *et. al.*, 2023). This can also stimulate business actors to be more independent and innovative in doing business. Even though there have been significant achievements, this program is not free from a number of challenges. One of them is the level of readiness and adaptation of business actors to digital technology (Nulhaqim *et. al.*, 2021). Some of them may experience difficulties in adopting new technology and understanding the best way to make optimal use of it (Amin, 2021).

According to Rahmawan, *et. al.* (2023) There may also be obstacles related to accessibility and understanding of the internet and the use of technological devices. The success of this program highlights the importance of ongoing support and capacity building (Zahrudin, *et. al.*, 2023). The training provided needs to continue to be improved, while assistance in using E-Catalog must also continue to ensure that MSME business actors can truly optimize this technology in their daily activities (Fatmala, *et. al.*, 2022).

This community service program can provide evidence that technology, such as digital marketing using E-Catalog, has great potential to increase efficiency and market access for MSMEs (Usvita, *et. al.*, 2023). However, this also emphasizes the need for a sustainable approach in empowering them, not only in the use of technology but also in overall business management (Yuniarti, 2023). According to Irianto, *et. al.* (2023) The importance of cooperation and long-term commitment to develop MSMEs and the local economy in a sustainable manner.

When the author carried out service in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan, the author discovered the problems experienced by the people in this village, namely the lack of knowledge and information regarding digital marketing using E-catalogs which resulted in a lack of information and outreach for MSMEs, especially in Teluk Karya Village still doesn't know much about the benefits of marketing via social media, especially using E-Catalog which can maximize the competitiveness of MSMEs in Teluk Karya Village, Lampihong District. Efforts to use Social Media with E-Catalog are one of the breakthroughs that can increase the competitiveness of Teluk Karya Village MSMEs. Using E-Catalog as digital marketing can make it easier for village MSMEs to market their products more widely and easily, and can be a benefit for economic development for community in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

## **CONCLUSION**

Based on the explanation above, it can be concluded that this Community Service Activity has increased the insight of local village residents in knowing that the benefits of using E-Catalogs as digital marketing can make it easier for MSME actors to market their products more widely and easily, thereby increasing competitiveness for MSME actors in Teluk Karya Village, District. Lampihong, although there are several things that still need to be improved for the progress of the community in Teluk Karya Village. The implementation of digital marketing using E-Catalog in Teluk Karya Village currently still has many obstacles such as:

1. The lack of knowledge and information regarding digital marketing using the Village E-

- Catalog is not utilized properly and optimally
2. The Lack of awareness among the public in utilizing social media as a digital marketing platform that is useful for increasing competitiveness for MSMEs in Teluk Karya Village so that they can generate income in Teluk Karya Village, Lampihong District, Balangan Regency, South Kalimantan.

### **EXPRESSING OF THANKING**

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