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Socialization Regarding Marketplaces In Villages As A Strategy To Improve Msmes In Villages

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Abstrak

Artikel ini bertujuan untuk mengetahui strategi peningkatan UMKM di desa melalui kegiatan sosialisasi marketplace. Kegiatan pengabdian kepada masyarakat melalui sosialisasi marketplace di desa karya maju jambangan bertujuan untuk mengedukasi masyarakat khususnya pengusaha UMKM tentang penggunaan marketplace 'pasarbujangan' yang belum secara maksimal digunakan dalam hal peningkatan UMKM di desa. Hasil kegiatan ini menunjukkan bahwa peserta kegiatan memiliki pengetahuan baru atau teredukasi tentang profil marketplace 'pasarbujangan' Desa Karya Maju Jambangan, mulai dari keuntungan yang dapat diperoleh mitra hingga peningkatan pendapatan desa. Peserta juga dibekali pelatihan tentang penggunaan Marketplace Jambangan 'pasarbujangan' mulai dari cara mengakses marketplace, membuat akun dan mendaftar sebagai mitra penjual, serta tata pengelolaan toko online. Peserta kegiatan dapat memanfaatkan marketplace yang dimiliki desa untuk memperluas area pemasaran serta mempermudah proses jual beli tanpa perlu adanya interaksi langsung antara penjual dan pembeli.

Kata Kunci: Sosialisasi, marketplace, peningkatan umkm

Abstract

This article aims to find out strategies for increasing MSMEs in villages through marketplace socialization activities. Community service activities through socialization of the marketplace in Karya Maju Jambangan Village aim to educate the community, especially MSME entrepreneurs, about the use of the 'Pasar Bujangan' marketplace, which has not been optimally used in terms of increasing MSMEs in the village. The results of this activity show that the activity participants have new knowledge or are educated about the profile of the 'pasarbujangan' marketplace in Karya Maju Jambangan Village, starting from the benefits that partners can obtain to increasing village income. Participants are also provided with training on using the Jambangan Marketplace 'pasarbujangan' starting from how to access the marketplace, create an account and register as a seller partner, as well as online shop management. Activity participants can take advantage of the village's marketplace to expand the marketing area and simplify the buying and selling process without the need for direct interaction between sellers and buyers.

Keywords: Socialization, marketplace, improving MSMEs

INTRODUCTION

The Micro, Small and Medium Enterprises (MSME) sector has a very strategic role for the Indonesian economy because this sector is one of the economic sectors that contributes greatly to the formation of GDP (Arifin, 2021). Apart from that, MSMEs are an alternative solution to social problems such as poverty and unemployment. In fact, MSMEs are also one of the economic sectors that have been proven to be able to survive the shock of the crisis so that the economy continues to run (Permana, 2017). The community's economy must follow the flow of technological developments to maintain its existence in running businesses, because the MSME sector has an important role in encouraging growth. Indonesian economy (Sari, 2022).

In terms of marketing, MSME development strategies can take advantage of current internet growth. MSME development can take advantage of advances in information technology which are developing rapidly at this time. The rapid increase in internet users in Indonesia from year to year represents enormous potential for marketing MSME products directly to customers. MSME players can open up opportunities to expand their market reach through e-commerce and social media networks which are also developing along with internet developments (Purwandari, 2019). Market expansion for MSMEs is very open considering that the reach of e-commerce is very broad because it can be reached by anyone, anytime and anywhere as long as consumers are connected to the internet (Sari, 2020).

To improve the MSME sector, of course, the entrepreneurial spirit of the community is also needed so that new entrepreneurs emerge who can create business activities and open up jobs. With the entrepreneurial spirit of the community, the community will be able to survive in any conditions and be able to manage risks so that their business activities can run well. That's why community development using the socialization method of cultivating an entrepreneurial spirit and online business is carried out to help motivate people to run independent businesses (Siahaan, 2022; Windusancono, 2021)

Efforts to empower the community through increasing MSMEs need to always be carried out by both the government and business actors themselves (Prasetyo, 2020). Community development using social assistance methods needs to be carried out to help solve the problems being faced. Community Development contains efforts to increase participation and a sense of ownership of the programs being implemented. Empowerment refers to a person's ability, especially weak groups, to have access to productive sources that enable them to increase their income and participate in the development process and decision making (Murdani, 2019).

METHOD

Community service activities through socialization of the marketplace in Karya Maju Jambangan village aim to educate the community, especially MSME entrepreneurs, about the use of the 'Pasar Bujangan' marketplace, which has not been optimally used in terms of increasing MSMEs in the village. The target of socialization activities is the people of Karya Maju Village, especially MSME entrepreneurs. MSME entrepreneurs are given material on how to register as a seller partner in the bachelor market marketplace, store management, and seller policy regulations. Meanwhile, participants in other socialization activities were the people of Karya Maju Village who were given material on how to order products to support MSMEs in the village.

In general, the following is the flow of socialization and training created by the community service team:

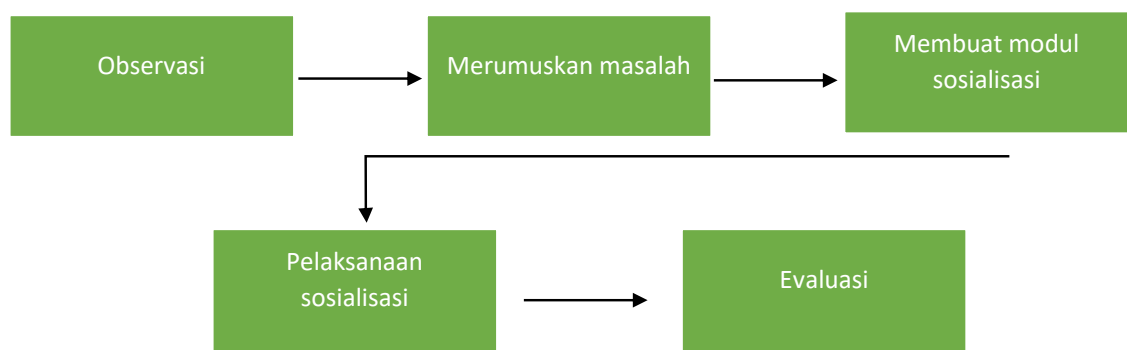


Figure 1.1 The Flow of Socialization

RESULTS AND DISCUSSION

Community Service Activities consist of three sessions, namely socialization, training and question and answer sessions.

Session 1: Socialization

The socialization activity discussed the profile of the Karya Maju Jambangan Village marketplace, namely Pasarbujangan, starting from the profits that partners can obtain to increasing village income.

www.pasarbujangan.com is a village marketplace (online market). An innovative digital marketing platform managed and built by the Village-Owned Enterprise (Bumdes) of Karya Maju Jambangan Village, Kawedanan District, Magetan Regency, East Java. www.pasarbujangan.com is a platform to improve the community's economy through online trade governance.

The inspiration for this village marketplace stems from the many MSME products in Jambangan. Starting from food, drinks, various cakes, plantations and culinary delights. So far, the promotion model in this village is still mostly based on word of mouth. Some people use social media. Bumdes facilitates village marketplaces as a vehicle for promoting village products. Bumdes created an online buying and selling portal like Shopee, Bukalapak or Tokopedia, specifically for Jambangan and Magetan MSMEs. In the appearance of the website www.pasarbujangan.com, there is a shopping tutorial at the village marketplace owned by Bumdes Karya Maju. Then, there is product info, partnership info, and business info.

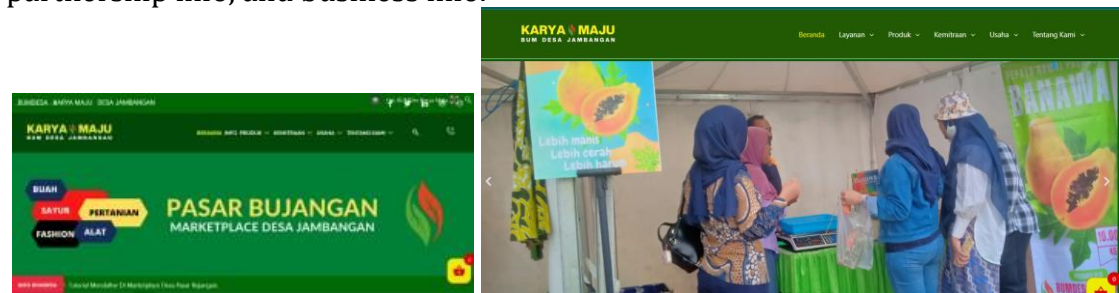


Figure 1.2 Profile of the Karya Maju Jambangan Village Marketplace

www.pasarbujangan.com provides the opportunity for the public to sell their products on the www.pasarbujangan.com marketplace. So having an online market in 1 village to bring together sellers and buyers more effectively and efficiently. Apart from that, it also provides an opportunity to market products outside the village.

With this village marketplace, people can sell and BUM Desa through this application can set an admin fee or share of BUM Desa when a sale occurs, so that apart

from helping the community in marketing, it also increases BUM Desa's income. And of course PADes or Village Original Income which is also returned for community development.

Session 2: Training

Provide training on how to access the marketplace, create an account and register as a seller partner, as well as online store management. The series of training activities is as follows.

- 1. How to register as a seller partner



Figure 2.1 Creating a marketplace account

Activity participants are invited to register as seller partners by visiting the Pasarbujangan marketplace

- 2. Store management

After registering and joining as a seller partner, the seller can manage the shop based on the seller's regulations and policies available on the page. Seller regulations and policies can be seen in the following image.



Figure 2.2 Seller Regulations and Policies

- 3. Examples of products that can be sold on the Marketplace

Activity participants can sell their business on the vase marketplace to gain more profits because they can carry out buying and selling transactions more quickly and efficiently. The following are examples of products that can be sold by sales partners.

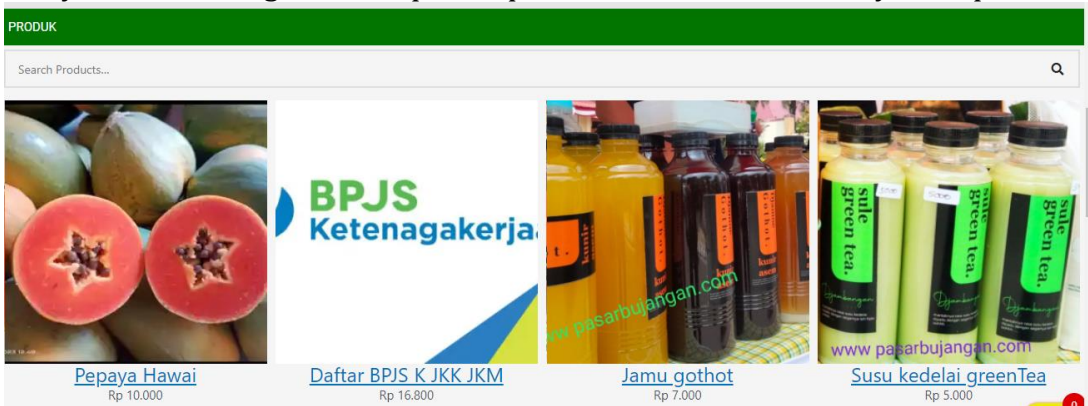




Figure 2.3 Product Examples

4. How to order products

The method of ordering products available on the marketplace helps buyers in making transactions.

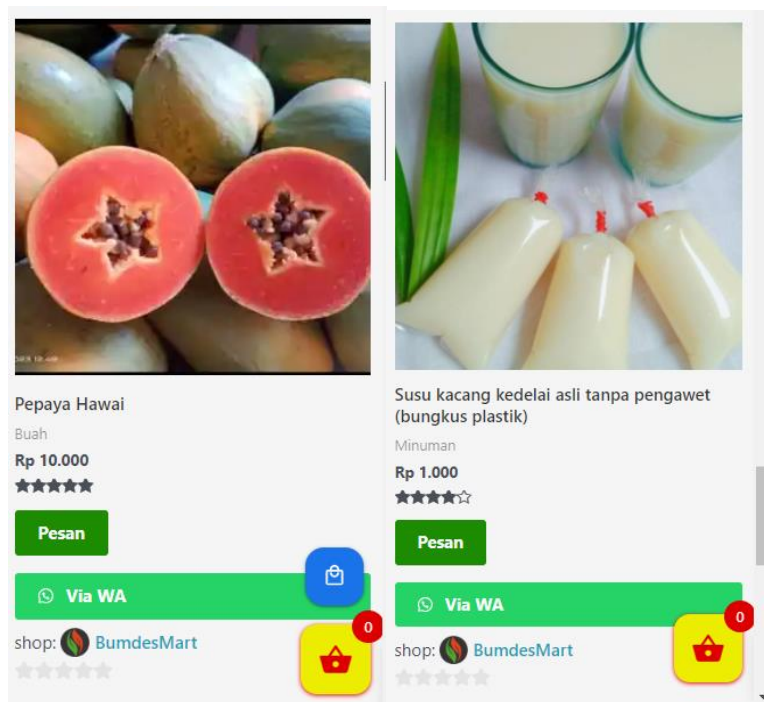


Figure 2.4 Product Orders

Session 3: Question and Answer

After listening to the presentation of the socialization material and following the training, activity participants asked questions related to the training and socialization material, then the presenters answered the questions asked.

Based on the results of discussions after the socialization and training were carried out, it can be concluded that the majority of activity participants still have not maximized the use of the Karya Maju Jambangan Village marketplace 'pasarbujangan' as a marketing medium for their products. This activity then achieved the initial goal of implementing the activity, namely providing education to partners about using the www.pasarbujangan.com Marketplace, as well as being able to utilize the village-owned marketplace to expand the marketing area and simplify the buying and selling process without the need for direct interaction between sellers and buyers.

CONCLUSION

Based on the results and discussions, the conclusion of the community service activity which consisted of three sessions, namely socialization, training and question and answer, showed that the activity participants had new knowledge or were educated about the profile of the 'pasarbujangan' marketplace in Karya Maju Jambangan Village, starting from the benefits that partners can obtain to increase in village income.

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Participants are also provided with training on using the Jambangan Marketplace 'pasarbujangan' starting from how to access the marketplace, create an account and register as a seller partner, as well as online shop management. Activity participants can take advantage of the village's marketplace to expand the marketing area and simplify the buying and selling process without the need for direct interaction between sellers and buyers.

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