

ASSET BASED COMMUNITY DEVELOPMENT (ABCD) IN OPTIMALIZATION MSME OWNED BY MEMBERS OF PAC ANSHOR AND FATAYAT GOMBONG THROUGH DIGITAL MARKETING TRAINING

Siti Fatimah*, M. Avicena Fatkhurrohman Al Hudri, Fenika Yulianti, Hanifatul Lutfiyah, Fatikhaturrohmah, Yuli Oktariyanti, Birrotul Muttaqiyah, Dini Istiqomah, Laely Nur Rohmah, Asis Kainanto, Eris Wijayanti

Institut Agama Islam Nahdlatul Ulama Kebumen

E-mail: fatimah@iainu-kebumen.ac.id

Abstract

This service aims to provide assistance and training on digital marketing to MSME owned by members of Ansor and Fatayat Gombong through the ABCD approach. The participants of this service were all members of PAC GP Ansor and Fatayat Gombong. This activity uses the Asset Based Community Development (ABCD) approach which focuses on utilizing the assets and potential of MSME owned by members of Ansor and Fatayat Gombong. This activity uses six steps consisting of preparing, discovery, dream, design, define, and destiny. The results of the service show that with this training, MSME owners can find out more about digital marketing strategies and platforms that can be developed for promotion. Some of the platforms that have been tested are using WhatsApp, Facebook, and Tokopedia. So that with digital marketing, the profit and public interest are increasing.

Keywords: ABCD, Optimization, MSME, Digital Marketing

Abstrak

Pengabdian ini bertujuan untuk memberikan pendampingan dan pelatihan tentang digital marketing kepada pelaku UMKM anggota Ansor dan Fatayat kecamatan Gombong melalui pendekatan ABCD. Peserta pengabdian ini adalah seluruh kader PAC GP Ansor dan Fatayat Kecamatan Gombong. Kegiatan ini menggunakan pendekatan *Asset Based Community Development* (ABCD) yang memfokuskan kepada pemanfaatan asset dan potensi dari UMKM yang dimiliki oleh anggota Ansor dan Fatayat kecamatan Gombong. Pelaksanaan ini menggunakan enam langkah yang terdiri dari *preparing, discovery, dream, design, define, and destiny*. Hasil pengabdian menunjukkan bahwa adanya dengan adanya pelatihan ini, pelaku bisnis UMKM dapat mengetahui lebih banyak tentang strategi digital marketing dan platform-platform yang dapat dikembangkan untuk melakukan promosi. Beberapa platform yang sudah dilatih adalah menggunakan WhatsApp, Facebook, dan Tokopedia. Sehingga dengan digital marketing, omset dan minat masyarakat semakin meningkat.

Kata Kunci: ABCD, Optimalisasi, UMKM, Digital Marketing

Submitted: 2022-08-25

Revised: 2022-09-25

Accepted: 2022-09-30

INTRODUCTION

According to Law No 20 of 2008 of MSMEs, article 1 which states that Micro enterprises means a productive enterprise owned by individuals and/or business entity/enterprise which fulfill the criteria of the micro enterprise as regulated in this law. Meanwhile, small enterprise means an independent productive enterprise, which is run by individual or a company which is not a branch companies owned, controlled, or becoming direct or indirect part of the Medium or Large Enterprises fulfilling in the criteria of the Small Enterprises as referred to this Law.

Tambunan (2009) states that MSMEs are independent productive enterprise, which are carried out by individuals or business entities in all economic sectors. Meanwhile, according to the Central Bureau of Statistics (BPS), small businesses are businesses that have 5 to 19 employees, while medium businesses are businesses that have 20 to 99 employees. Dewi, et al (2022) explain that MSMEs are businesses run by individuals, households, or small business entities. MSMEs have a significant contribution to the engine of a country's economic growth (Putra & Hasibuan, 2015). Alnaser, et al (2013) found that MSMEs have an important role in economic growth in developed and developing countries, contributing 80% of global economic growth.

Table 1. SMEs Cartegorization

Sector	Criteria	Medium	Small	Micro
Manufacturing	Annual Turnover	LKR 251-750 million	LKR 16-250 million	LKR 15 million or less than LKR 15 million
	Number of Employees	51-300	11-50	10 or less than 10
Service	Annual Turnover	LKR 251-750 million	LKR 16-250 million	LKR 15 million or less than LKR 15 million
	Number of Employees	51-300	11-50	10 or less than 10

(Source: Madurapperuma & Wijayanayake, 2021)

In the world of business and MSMEs (Micro, Small and Medium Enterprises), marketing is one of the important things that must be done. Along with the development of the current technology, the marketing strategy that is being carried out is also starting to change towards a more modern one or more often referred to as digital marketing. According to Oktaviyani and Rustandi (2018) Digital marketing can also build brand awareness, which is done by deciding which social media to be used, planning messages, and determining the promotional mix techniques to be used. Bhasole, et al (2020) stated that digital marketing is promoting goods or brands through various forms of electronic devices. Digital marketing is also defined as the use of technology to assist marketing activities in order to increase customer knowledge by matching their needs (Porsayev, 2020; Chaffey, 2013).

Hermawan (2012) explains that some of the benefits of digital marketing are that it costs less and gets a large amount of information. He continued that several platforms that can be used by business actors are Facebook, Instagram, Twitter, and YouTube. Junaidi, et al (2022) mention that several platforms that can be used for digital marketing are Facebook, Instagram, Youtube and WhatsApp Business which can be accessed via smartphones. Shirisha (2018) explained that digital marketing is the fastest e-commerce solution. In addition, through digital marketing, you can make purchases and sales transactions quickly, accurately, and can reach out maximum audience or customer. He also explained that digital marketing is much more affordable than traditional marketing methods.

Digital marketing provides freedom for community optimization, which in this case is supported by the use of technology to facilitate small and medium business actors. The development of information and communication technology brought an impact on the strengthening of marketing in the business world, which initially only emphasized from conventional strategies (offline) to digital strategies (online). Digital marketing allows business actors and potential consumers to interact virtually and with the utilization of social media to promote products that are in accordance with the wishes of producers and can hit the minds of consumers. With the availability of information is not only limited to product details.

The problems faced by MSMEs PAC GP Ansor and Fatayat NU Gombong are their business marketing activities carried out using traditional media and lack of knowledge to do digital marketing. The conditions and problems faced by MSME actors in Ansor and Fatayat Gombong require digital marketing training to increase awareness and digital marketing skills. To improve marketing skills in digital marketing. Training to improve digital marketing skills and knowledge is carried out so that MSME actors understand the importance of using social media to improve their business.

Based on the problems above, this service aims to provide guidance and training on digital marketing to MSME actors, members of Ansor and Fatayat Gombong.

METHOD

This activity uses the Asset Based Community Development (ABCD) approach which focuses on utilizing the assets and potential of MSMEs owned by members of Ansor and Fatayat Gombong. This implementation uses six steps consisting of preparing, discovery, dream, design, define, and destiny. The activity was held on August 14, 2022 at the Secretariat of PAC GP Ansor Gombong. Participants in this training consisted of all PAC GP Ansor and Fatayat NU Gombong members. This training was accompanied by two mentors, they are Muhammad Musthofa, S.Pd.I as Owner Martin Collection and Sahroni, S.Pd from GP Ansor Kemukus. This activity begins by analyzing the potential of Ansor and Fatayat members. The potential analysis was carried out for 3 days, which was carried out on August 7-10, 2022. This analysis was used by researchers to provide assistance. Digital marketing assistance activities focus on the utilization of social media such as WhatsApp, Facebook, and Tokopedia. These three platforms were chosen due to free and effective because they do not require a long time to practice.

The preparing stage is carried out by approaching MSME business actors in Gombong, especially MSMEs Ansor and Fatayat members. At this stage, data collection on MSME products was also carried out through in-depth interviews. The discovery stage is carried out by analyzing and finding opportunities for success in the Ansor and Fatayat communities through FGD activities. This analysis and opportunity discovery activity encourages the community to create a positive picture of the future of their MSMEs at the dream stage. The define stage is a mentoring activity carried out by the facilitator in order to develop MSME products through digital-based marketing. The destiny stage is the final stage of this activity, namely conducting an evaluation and monitoring process on mentoring activities that aim to determine the achievements of this activity.

FINDINGS AND DISCUSSION

This service activity is one of the programs of KKN activities which will be held on August 14, 2022. This activity begins with a survey of MSMEs owned by members of PAC GP Ansor and Fatayat Gombong. The survey results show several MSME products which include tempe chips, banana chips, brekele chips, sistik, manggleng, chicken floss, woven bamboo, woven bags, honey, and so on. The large number of MSME products owned by members of PAC Ansor and Fatayat shows that the community has great potential in developing a business.

The existence of business development owned by Ansor and Fatayat Gombong is inseparable from the potential possessed by Gombong itself. Based on data from BPS (2020) Kebumen shows that in the Gombong there are many woven industries, especially pandanus which are found in 3 villages, namely Panjangsari, Wonosigro and Klopogodo villages. Approximately there are 10,000 small industries and household crafts in Gombong are engaged in the food and beverage industry, wood industry, cork, and woven goods. The largest industry in Gombong is the food and beverage industry in Kalitengah village.

In an effort to develop MSMEs, this training focuses on one of the marketing strategies, namely digital marketing. The following are the steps taken in mentoring activities.

1. Socialization and Coordination

This stage is carried out by establishing communication with various MSME business actors in Gombong which is owned by members of PAC GP Ansor and Fatayat. Communication is carried out by conducting socialization to MSME business actors about the importance of effective and efficient marketing strategies with their assets such as smartphones. Smartphones can be optimized to be used as product promotion media. Widyastuti, et al (2022) explained that smartphones can be used as a medium to promote products that are more effective and efficient. In accordance with Herlina & Zam's (2022) statement that smartphones can be used as a means of promoting a product. In addition to socialization activities, the research team coordinated with MSME business actors to further design and discuss the implementation of digital marketing training.

2. Interview

This stage is carried out to find out and obtain information on the potential and problems experienced by MSME business actors. One of the problems is the decline in people's buying interest because the promotions method still tends to use conventional method. In fact, with the rapid development of social media, business people can optimize smartphones in conducting promotions.

3. Discussion Forum

From socialization and interviews, in order to make all participants focus on this activity a discussion forum is held and is part of the community that will become a forum for the community. Activities in this forum are designing activity programs, including activity agendas, this forum is also an information center for training activities. The FGDs were conducted by the research team and the Ansor and Fatayat Gombong. FGD activities were carried out after obtaining MSME data and mapping the potential possessed by MSMEs.

4. Digital Marketing Assistance

This activity was carried out by inviting two speakers. One of them is the members of PAC GP Ansor Gombong. The two speakers were Muhammad Musthofa, S.Pd.I as Owner Martin Collection and Sahroni, S.Pd from GP Ansor Kemukus. This training is carried out by providing an in-depth understanding of effective marketing strategies and the implementation of promotions using digital marketing. During the material delivery session, research team made observations and interviews with participants about the implementation of activities in order to evaluate activities. Based on the results of observations during the activity, participants were very enthusiastic to take part in the activity. Starting from a great curiosity about how effective and efficient marketing strategies are to how to optimize social media for promotions.



Picture 1. Speakers delivering material

Some of the social media used in the promotional practice in this training are WhatsApp, Facebook, and Tokopedia. These media were introduced by the speakers because they are the platforms most often used by the wider community. Good for business actors or consumers. This is also in line with the results of research by Junaidi, et al (2022) that several platforms that can be used for digital marketing are Facebook, Instagram, Youtube and Whats App Business which can be accessed via smartphones.

Based on the questionnaire analysis, the training participants agreed that the utilization of digital marketing can develop existing MSMEs. 100% of the training participants stated that digital marketing can make MSMEs more developed and can increase product sales volume and can increase the number of customers. It was confirmed in the interview that social media is one of the media most often used by the wider community in carrying out activities, so it is very possible that through the optimization of social media, MSME products will grow.

These results are in line with Silvia's research (2019) that social media has a very important role in digital marketing. In addition to getting profits, the existence of digital marketing also reduces the cost of conventional marketing activities. Another benefits with digital marketing is that there is innovation that continues to grow and is able to increase the number of consumers and find out opinions from consumers about products that are developed quickly and easily. Veleva & Tsvetanova (2019) stated that digital marketing has advantages, including building high interaction between business actors and consumers because it can be accessed anytime and anywhere, marketing activities are more efficient.

5. Evaluation

This stage aims to determine the success of the training activities carried out. From the results of the analysis of interviews and questionnaires, this training activity is very useful for participants in making innovations in promoting MSME products by optimizing smartphones. Participants also felt more confident in promoting products through social media after the training was held. Participants really hope that other assistance will be carried out such as how to innovate existing products so that they can have a higher selling value. Table 2 is the result of evaluating the implementation of digital marketing training.

Table 2. Evaluation of Digital Marketing Implementation

No	Statements	Description				
		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Speakers can deliver the material well	90%	10%			
2	Digital marketing training allocation is good	95%	5%			
3	The material presented is in accordance with the objectives of the training	90%	5%	5%		
4	Practices carried out in accordance with the purpose of training	95%	10%			
5	Narasumber menggunakan metode yang baik saat memberikan pelatihan Speakers uses a good method when providing training	85%	10%	5%		
6	Speakers provide feedback to participants	85%	10%	5%		
7	This training adds more supplies for developing business	100%				
8	I will implement the result from this training with enthusiasm	95%	5%			
9	I have high commitment to implement this training well	95%	5%			
10	After attending this training, I am more confident to promote product in digital-based marketing.	95%	5%			

Table 2 shows that the evaluation of digital marketing training activities in terms of the delivery of materials and practices as well as the training participants commitment to implementing them is in the very good category. This proves that the digital marketing training has done well and is in accordance with the training objectives and the expectations of the trainees.

CONCLUSIONS

The results of this service show that with this training, MSME business actors can find out more about digital marketing strategies and platforms that can be developed for promotion. Some of the platforms that have been tested are WhatsApp, Facebook, and Tokopedia. So that with digital marketing, turnover and public interest are increasing. Suggestions for further service are other assistance such as how to innovate existing products so that they can have a higher selling value.

REFERENCES

- Batubara, S., Maharani, F., & Makhrani, M. (2022). Pengembangan Usaha Umkm Di Masa Pandemi Melalui Optimalisasi Penggunaan Dan Pengelolaan Media Digital. *E-Amal: Jurnal Pengabdian Kepada Masyarakat*, 2(1), 1023-1032.
- Bhasole, V.S., Raverkan, D.P., & Tamondkar, T. (2020). Importance Of Digital Marketing in The New Age. *International Journal of Advance and Innovative Research*. Vol 7 (1): 79-82.
- Dewi, P., Havidz, I.L.H., Atmaja, D.R., & Firmansyah, B.Y. (2022). Digital Marketing for SMEs Cidokom Village Plant Cultivation Group. *Majalah Ilmiah Bijak*. Vol 19 (1). Pp: 47-55.
- Fahmi Junaidi, Rifqi Zaenal Abidin, Any Fatmawati, & Aisyah. (2022). Optimizing Marketing Strategy through Digital Marketing for MSMEs Cendol Dawet Sagu Lasa, Tawangargo Village. *Jurnal Pengabdian Masyarakat Dan Inovasi*, 2(2), 1427-1432.
- Herlina, V. & Zam, E.Z. (2022). Pemanfaatan Smartphone Sebagai Sarana Promosi Batik Incung, Jambi. *Empowerment: Jurnal Pengabdian Masyarakat*. Vol 5 (2): 123-130.
- Hermawan, A. (2012). *Komunikasi Pemasaran*. Jakarta. Erlangga.
<https://kebumenkab.bps.go.id/publication/2020/10/05/ca8a5e4fe69ccd5a46646a32/kecamatan-gombong-dalam-angka-2020.html>
- Madurapperuma, K., & Wijayanayake, J. (2021). Readiness Factors for SMEs in e-Business to Adapt Digital Marketing in Sri Lanka: A Systematic Literature Review. *Proceedings of the International Conference on Industrial Engineering and Operations Management Monterrey, Mexico*, November 3-5. pp: 2023-2035.
- Muljono, R. K. (2018). *Digital Marketing Concept*. Jakarta: PT. Gramedia Pustaka.
- Porsayev. (2020). The Perspectives Of The Digital Marketing. *International Journal On Human Computing Studies*. Vol 2 (6): 19-21.
- Putra P.O.H., and Hasibuan, Z.A., E-business framework for small and medium enterprises: A critical review, 3rd International Conference on Information and Communication Technology (ICoICT), Nusa Dua, Bali, Indonesia, pp. 516-521.
- Sagita, N. G., Kartikasari, M., Asyofi, M. H., & Hayati, K. R. (2022). Optimalisasi Digital Marketing untuk Pengembangan UMKM Kelurahan Kebonsari Kecamatan Jambangan Kota Surabaya. *Jurnal Abdi Masyarakat Indonesia*, 2(4), 1325–1332.
- Shirisha, M. (2018). Digital Marketing Importance in the New Era. *International Journal of Engineering Technology Science and Research*. Vol 5 (1): 612-617.
- Silvia, S. (2019). The Importance of Social-Media and Digital Marketing to Attract Millennials' Behavior as a Consumer. *Journal of International Business Research and Marketing*. Vol 4 (2): 7-10.
- Susanti, E. (2020). Pelatihan digital marketing dalam upaya pengembangan usaha berbasis teknologi pada UMKM di Desa Sayang Kecamatan Jatnagor. Sawala: *Jurnal Pengabdian Masyarakat Pembangunan Sosial, Desa dan Masyarakat*, 1(2), 36-50.
- Tambuna, T. (2009). *UMKM di Indonesia*. Bogor: Ghalia Indonesia.
- Veleva, S.S., & Tsvetanova, A. I. (2020). *IOP Conf. Ser.: Mater. Sci. Eng.* **940** 012065.
- Widyastuti, S., Astriratma, R., & Indarso, A.O. (2022). Optimalisasi Smartphone Dalam Pembuatan Media Promosi Bagi Usaha Kecil. *Jurnal Pengabdian Kepada Masyarakat: Pemberdayaan, Inovasi, dan Perubahan*. Vol 2 (2): 7-15.