Increasing the income of SMEs in Maju Jaya women farmers Group (KWT) with e-commerce

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Abstract

This community service is carried out to provide understanding and skills to the target audience about internet media (e-commerce) as an effective and efficient means of selling/promoting products; encourage the target audience to use the internet as a means of business development; provide knowledge and skills to the target audience in creating advertising or promotional content on the internet such as on social media; provide assistance to the target audience in utilizing various internet-based market places as a means of selling products. The approach in this program is through the PALS (Participatory Action Learning System) method. The result of this program is the good understanding of partners about marketing through e-commerce; partners are able to create stores on the marketplace and promote through social media independently. The results of internet user assessments state that product marketing through e-commerce has high informative, persuasive (convincing) and intentional (attractive) values.

Keywords: *E-commerce; Market place; Social media*

Peningkatan pendapatan UKM pada kelompok wanita tani (KWT) Maju Jaya dengan e-commerce

Abstrak

Kegiatan ini dilakukan untuk memberikan pemahaman dan keterampilan kepada khalayak sasaran tentang media internet (e-commerce) sebagai sarana penjualan/promosi produk yang efektif dan efisien; mendorong khalayak sasaran untuk memanfaatkan media internet sebagai sarana pengembangan usaha; memberikan pengetahuan dan keterampilan kepada khalayak sasaran dalam membuat konten iklan atau promosi di internet seperti di media sosial; melakukan pendampingan kepada khalayak sasaran dalam memanfaatkan berbagai market place berbasis internet sebagai sarana penjualan produk. Metode pendekatan dalam kegiatan ini melalui metode PALS (Participatory Action Learning System). Hasil kegiatan ini adalah adanya pemahaman mitra tentang pemasaran melalui e-commerce; mitra mampu membuat toko pada marketplace dan promosi melalui sosial media secara mandiri. Hasil penilaian pengguna internet menyatakan bahwa pemasaran produk mitra melalui e-commerce memiliki nilai informatif, persuasif (meyakinkan), dan intention (memiliki daya tarik) yang tinggi.

Kata Kunci: E-commerce; Market place; Media sosial

1. Introduction

Various business activities, whether large, medium, or small, are influenced by the existence of information technology which is now growing so rapidly in the global market. Along with the development of information technology, able to help the community in increasing the level of sales and have a real impact in their business

activities (Ana et al., 2021). Information technology networks reach the wider community from various regions to be active in buying and selling activities in the scope of online media and marketplaces. The development of this technology is very influential in running a business. Entrepreneurs are required to analyze and consider the many competitors in the global market, which causes quite fierce competition among entrepreneurs. In increasing sales volume and achieving operating profit, it is necessary to have the right marketing strategy, media, facilities and infrastructure to be able to reach the target market. be the target and the intended object (Fitriyana et al., 2021). Online media and marketplaces are forms of online shopping marketing media that are the center of attention of various groups of people, where online media and marketplaces have such a big influence on one's business. People are getting used to using the latest marketing models instead of conventional marketing models (Nurzanah & Sosianika, 2018). By using online media and marketplaces, it makes it easier for the public to access communication and transactions effectively and efficiently, as well as a wide and worldwide network. In a matter of days, the number of online media and marketplace users is increasing, thus helping entrepreneurs in opening up MSME opportunities and employment opportunities, in developing the scope of the global market only in chat-based media available on mobile phones (Utami & Aini, 2019).

In developing countries, especially developed countries, information is growing very fast. The development of this information is aligned with the development of increasingly sophisticated technology, so that the exchange of information becomes easier (Rahmawati, 2021). Information flows to the wider community mostly through the internet. In addition to information, the internet is increasingly being used for communication through social media (Apriadi & Saputra, 2017). Sales trends are also developing, nowadays many virtual companies are established, not physically but have offices in cyberspace where all transaction activities are carried out through their website (Mariyati et al., 2022). The convenience that is increasingly highlighted by the company for customers in conducting transactions has resulted in the tendency of people to prefer to transact online (Susanto et al., 2020).

The development of MSMEs in Central Java, which grows significantly, must also be followed by improving the quality of MSMEs themselves, in order to be able to compete. As for now, from BPS data, the number of MSMEs in Central Java has reached 4.8 million. Meanwhile, from Central Java's Dinkop data, a total of 137,000 MSMEs have been fostered by the Dinkop (Aulami & Ariani, 2022).

Corn is one of the leading commodities in Grobogan Regency, Central Java, which is very abundant and has the potential to be developed. Corn is one of the staple ingredients with a high enough carbohydrate content so that it can be used as an alternative food ingredient for food diversification programs in Indonesia (Sunarti et al., 2019). In addition, the volume of corn production per year reached 12.45 million tons of dry shells in 2006 and in 2012 reached 18.84 million tons of dry shells. According to data from the Central Statistics Agency (BPS) (2015) it is stated that Grobogan Regency is one of the centers for producing agricultural products in the form of corn with an area of 112,700 ha of corn harvested land capable of producing 700,941 tons of corn with a production capacity of 62.20 quintals/hectare (Fachriyan & Wijaya, 2019).

The Women Farmers Group (KWT) Maju Jaya is a community business group located in Grobogan Regency, precisely in Boloh Village, Toroh District, Grobogan Regency. KWT Maju Jaya is engaged in innovation and processing of corn processed food products

which was first established in 2014. KWT Maju Jaya is led by Mrs. Purminah with 7 executive members. KWT Maju Jaya produces processed corn products in the form of instant corn rice and corn noodles with a production capacity of approximately 5-6 quintals of raw materials per month. Corn that is processed in this group is corn that comes from the harvest of farmers in the local area. The corn used to make both products use yellow corn and white corn harvested by local farmers.

The e-commerce-based commerce system can be used as an alternative for KWT Maju Jaya, used as a media for promotion, communication and information and can cut the distribution chain of marketing agricultural products (Nurhayati, 2018). The benefits felt by KWT Maju Jaya and consumers directly and indirectly have a positive influence, especially from the wider marketing channels of agricultural products that can increase production demand and spur production procurement among farmers and also the prices offered to consumers will be cheaper so that sales in agricultural yields can be further increased and profitable for farmers (Marzuki et al., 2021). The right solution to the problems faced by KWT Maju Jaya is to provide direct training to members of the Cooperative. The tools we use in this training are in the form of materials in the form of ppt which are delivered directly to the trainees.

2. Method

The selected PKM participants are MSME actors who are members of the Maju Jaya Women's Farmer Group as many as 20 people. The setting of this target is an effort to improve the financial performance of MSMEs that have been registered with the Maju Jaya Women's Farmer Group so that their progress can be known and monitored easily. Furthermore, it is hoped that the training participants can transmit the knowledge gained to other MSME actors in the vicinity. The method of implementing this service is carried out in several activities, namely:

    a. Preparation phase includes: (1) initial survey; (2) stabilization and determination of target locations; (3) preparation of training materials/materials.
    b. Training implementation. At this stage, an explanation of the marketing strategy through the online marketplace will be carried out.

To carry out these activities used a training method in the form of the Lecture Method. The lecture method was chosen to provide an explanation of how to determine an effective marketing strategy through an online marketplace. Next, the Q&A method. The question-and-answer method is very important for the trainees. This method allows participants to explore as much as possible about the importance of management and business for the business world (Mubarok et al., 2021).

3. Result and Discussion

The material provided contains how to use e-commerce as a place to sell the products they sell, starting from creating an account, uploading products, withdrawing funds, promoting their products in e-commerce, and so on. The expected result in this training is to make KWT Maju Jaya members able to use e-commerce to sell. The other expected outcomes in this training are as follows:

a. Increase the knowledge of KWT Maju Jaya members regarding the use and benefits of e-commerce.
b. Improve the understanding and competence of KWT Maju Jaya members in the field of technology, especially the benefits of e-commerce to make sales and promote goods to be sold

In this training, participants were given material about selling online through e-commerce (Figure 1). E-commerce is an electronic product marketing platform that brings together many sellers and buyers to transact with each other.

Figure 1. Training activities

The result of this training activity is that participants can create an e-commerce based on WordPress CMS to manage product data in a structured manner so that they can sell products online. The main advantages of CMS Word press are in terms of the speed of software development and the use of templates that are already available in CMS Word press and products that will be sold later will look more attractive using these templates (Mariyati et al., 2022).

3.1. The main menu

The main page view can be seen in Figure 2. The main menu is a page that can display a list of collection images. In each image there are 2 (two) buttons, namely: 1) "Add to Chart" button, and 2) "View Details" button. If the buyer is interested in buying the item, it can be done by pressing the "Add to Chart" button. If the buyer wants to see the details of the product, they can press the "View Details" button.

Figure 2. The main menu of KWT Maju Jaya Store

3.2. The chart menu

The chart menu can be used in the process of purchasing goods. This menu will display an image of the product desired by the buyer as shown in Figure 3. If the buyer has a "Coupon" for a discount, then the code can be entered in the "Coupon code" field followed by pressing the "Apply Coupon" button. To find out the "Total Price", buyers can see it after entering "Quantity" and pressing the "Update Chart" button. To make a payment, the buyer confirms by pressing the "Proceed To Checkout" button.

Figure 3. Menu chart

The "Checkout" menu is used in the process of paying for goods. This menu will display an image of the "Billing Details" field. The fields for "Billing Details" consist of: 1) "First Name", 2) "Last Name", 3) "Company Name", 4) "Email Address", 5) "Phone", 6) "Country", 7) "Address", 8) "Town/City", and 8) "Additional Information". The display of the "Checkout" menu can be seen in Figure 4.

Figure 4. Check out the goods

The "My Account" menu is a page for "Members" after registering. This menu has 6 (six) sub-menus, namely: 1) "Dashboard", 2) "Orders", 3) "Download", 4) "Address", 5) "Account Details", and 6) "Logout". The display of the "Dashboard Member" menu can be seen in Figure 5.
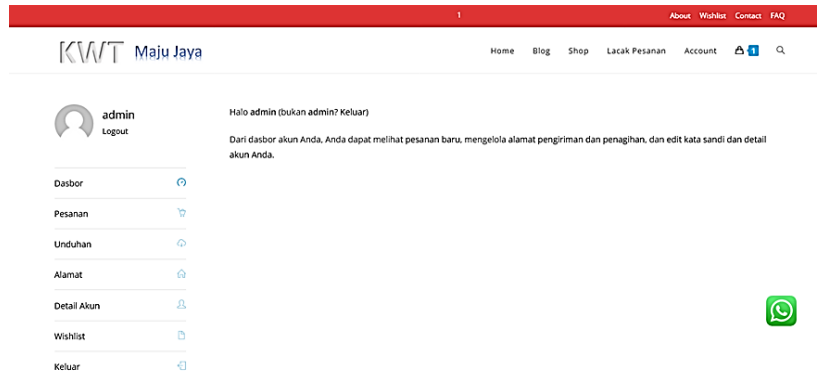

Figure 5. My account menu

From the results of the service carried out, the participants were very enthusiastic about participating in the next training. This is evident from the results of the questionnaire to a number of training participants who agreed to start marketing their wares online, 12 of the total number of training participants was 20 people.

4. Conclusion

The members who are members of the KWT Maju Jaya can already market products online through e-commerce so that buyers can easily buy goods from the KWT Maju Jaya Store online without any time and place restrictions.

Acknowledgement

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