

Post-Pandemic Web-Based Product Marketing: Developing Micro and Small Enterprise Culture

Naswan Suharsono^{1,*} Lulup Endah Tripalupi² I Putu Gede Parma³

^{1,2}*Economic Education Department, Universitas Pendidikan Ganेशha, Singaraja, Indonesia*

³*Hotelier Department, Universitas Pendidikan Ganेशha, Singaraja, Indonesia*

*Corresponding author. Email: genotsuharsono@gmail.com

ABSTRACT

This research was conducted to explore implementation of the character-based Entrepreneurship Training Model in an effort to foster an entrepreneurial culture among Micro and Small Enterprise (MSEs). Entrepreneurship training is carried out with the available supporting facilities based on the premise that the Covid-19 pandemic has threatened efforts to increase the competitiveness of domestic products in local and global markets. One of the efforts to overcome this problem is to link the main competencies of business actors with an institutionalized entrepreneurial culture development program in accordance with the demands of the era of industrial revolution 4.0 and social revolution 5.0 today. Theoretically, the entrepreneurship training device consists of the formulation of core competencies and basic competencies to become a new entrepreneur, scientific structure patterns, and learning activities to cultivate the essential values of entrepreneurship, and assessment of entrepreneurial training results both in the profit and benefit oriented. The implementation of the program is supported by (1) availability of entrepreneurship problem-solving material packages (2) a website with three trade entrepreneur sites, services and industrial business marketing sites, and (3) capital support and (4) creation of an online market supported by policies. government for true entrepreneurial development. The results showed that the online integrated Entrepreneurship training model could substantially produce results. This result is supported by increased morale in the field. The results of further implementation show that the effectiveness of entrepreneurial program performance can be increased through synergies in making business action plans (action-plans) and their realization in the business world. However, the factors of lack of readiness in following the work culture climate in the business world, cross-sectoral cooperation, and limited marketing channel facilities can actually hinder the success of the overall performance. From the results of the implementation of this model, there are recommendations that should be followed up, namely the need for policy support and efforts to integrate the development of entrepreneurial culture from upstream to downstream by incorporating updated content. Its mission is how MSEs can increase fighting spirit, honesty and responsibility for an integrated entrepreneurial culture so that entrepreneurial behaviour patterns in the field can be mastered from the stages of the production process, distribution to the market and have a positive impact on improving people's welfare.

Keywords: *Entrepreneurial culture, Information technology, Integrated training, Online business, Public policy*

1. INTRODUCTION

The Covid-19 pandemic has inspired governments in many countries to encourage Micro and Small Enterprises (MSEs) as part of economic development efforts through improving business management skills and marketing goods and services through the online market. This program is carried out to provide theoretical and practical experience for entrepreneurs in order to apply the values and basic principles of

entrepreneurship through mastery and stabilization of technology from theory to application.

As stated by Indonesian Ministry of Cooperative and SMEs [1], there are five policies and recovery schemes to protect and handle the pandemic problems. Those are incentive capital, relaxation, credit restructuring, providing digital literacy, and adequate digital knowledge to increase competitiveness in the digital market. The fundamental problem faced by MSEs

owners and managers in the last 10 years is the limited ability to access domestic and foreign markets due to regulatory obstacles, distribution channels and a number of internal company conditions that weaken the bargaining position of superior products. What happens in the field is that they have to prefer direct orders from prospective buyers or the use of third-party services, so there must be a certain percentage of income that should belong to the company but it turns out to be paid to parties outside the company.

This business action can reduce the independence and net income of the company. Therefore, breakthrough efforts are needed to increase the volume on the one hand, while on the other hand is to increase the independence and bargaining position of entrepreneurs towards buyers. One alternative solution is the application of a website-based on-line product marketing model to reach the global market [2]. This research was conducted to examine whether efforts to increase the ability to market their products through website networks in addition to existing marketing channels. At the same time, activities were also carried out to lead students to become candidates for successful entrepreneurs in the future through higher education institutions through the KKL program in the business world. The focus of activities is directed at mastering essential materials and basic entrepreneurial skills with the hope that one day it can be followed up in practical activities and continuous efforts to improve one's abilities through introductory efforts.

2. LITERATURE REVIEW

The SMEs business action can reduce the independence and net income of the company. Therefore, breakthrough efforts are needed to increase the volume on the one hand, while on the other hand is to increase the independence and bargaining position of entrepreneurs towards buyers. One alternative solution is the application of a website-based on-line product marketing model to reach the global market.

This research was conducted to examine whether efforts to increase the ability to market their products through website networks in addition to existing marketing channels. At the same time, activities were also carried out to lead students to become candidates for successful entrepreneurs in the future through higher education institutions through the KKL program in the business world.

The focus of activities is directed at mastering essential materials and basic entrepreneurial skills with the hope that someday it can be followed up in practical activities and continuous efforts to improve one's abilities through introducing the business environment, the ability to seize existing opportunities and opportunities. The history of civilization has recorded a

number of business fields with products and services that have been produced within a certain period of time, including the handicraft industry players who have proven successful in challenging the storms of the monetary crisis in our country.

To realize the output target of this activity, there are three things that must be fulfilled, namely the availability of a business location, work partners, and a market share of their business products, partners who support program implementation and the final results that can be achieved by participating entrepreneurs during the program. Thus, the main products of this science and technology activity are (1) the readiness of the MKEs entrepreneurial group to develop promotional materials for their superior products, (2) to recognize the business environment of the handicraft industry, (3) the ability to apply basic principles of business management and marketing of superior products in a place for science and technology to increase sales volume.

The success of this research program on the application of science and technology is marked by the presence of 20 MSME entrepreneurs who have insight into business work and the existence of a set of superior product instruments for small businesses, which within certain limits, are proven to be used as an advanced instrument for the process of forming new entrepreneurs in universities. Reference [3], [4] and [5] states that the business work insights are in accordance, as well as government policies through the DP2M Dikti program (2019) to develop this entrepreneurial culture. marked by the emergence of four integrated indicators, which are an increase in market access, professionals for its implementation

To achieve the output target of this activity, there are two things that must be fulfilled, namely the availability of business locations for supporting partners in the implementation of the Science and Technology program, and the final results that can be achieved by participating entrepreneurs while participating in the program. Thus, the main products of this science and technology activity are (1) the readiness of the MSME entrepreneurial group to develop promotional materials for their superior products, (2) to recognize the business environment of the handicraft industry, (3) the ability to apply the basic principles of business management and marketing of superior products in a place for science and technology to increase sales volume.

The science and technology program is packaged in a training pattern and work assistance from theory to application. Reference [6] This means that MSME entrepreneurs learn basic theoretical knowledge through entrepreneurial culture development programs which are specially designed for departments that offer business work training in their curriculum. In the next stage, MSEs entrepreneurs who have passed this training program are tasked with conducting a field orientation

to identify problems in business management in the field using a SWOT analysis. After that, the science and technology participants were asked to work and learn with other entrepreneurs in the field to handle their business products.

Reference [5] research shows that training in the application of the PATRIOT model of science and technology is proven to improve the ability to solve business problems with the help of supporting tools for learning media and the surrounding environment. Reference [6] and [7] from the results of testing the PATRIOT model in the field of professional diploma education shows that the delivery of the formulation of learning objectives at the beginning of each activity can improve student learning readiness. The implementation of teaching and learning activities in each meeting can gradually improve students' mastery of theoretical knowledge (PAT) and practical knowledge (RIO) with increasing levels of competence. The training tasks that are carried out can improve the ability to administer the actions of the hotel business profession. The lecturer-student reflection on the learning outcomes of the subject can accumulate basic professional skills along with the increasing volume of learning activities undertaken and student practical work experience.

However, in practice there are different perceptions about the basic needs of government on the one hand and the dimensions of entrepreneurship on the market share. This difference in perception arises because of different levels of knowledge, understanding, and needs about entrepreneurship both in the lecturer group and among students. Therefore, efforts are needed to assist UMKK business partners through the procurement of entrepreneurship program packages with various patterns to better suit the demands and basic needs of each student group and the technical units for their implementation. Entrepreneurship program packages need to be prepared in several versions of the pattern according to the initial abilities, needs, and readiness of each department in providing participation in the process of developing an entrepreneurial culture.

Efforts to build a synergy bridge have been carried out in stages using certain patterns. These patterns can be developed gradually and sustainably for certain groups of folk handicraft businesses, but can also be carried out simultaneously with different target groups. One of the main differences that can be seen in the three patterns is the level of depth of the material, the opportunity to get practical guidance in the field, and the final target of the proposed program.

3. METHOD

This research activity is supported by a team of Undiksha lecturers, government board for Small and Medium Firm, and 20 business partners which are

specifically designed to accelerate the development of new entrepreneurs through the real field and interrelationships between Educational institution and Industry. The training and advocacy business (TAB) program itself is part of an effort to clarify the figure of the professional abilities of new entrepreneurs in their beloved homeland. The TAB program is expected to improve the quality of millennial entrepreneur groups (outcomes) who have academic cultural attitudes, as well as have attitudes and business culture in the future in order to welcome the era of economic globalization which is increasingly full of opportunities and challenges.

There are 20 data units that are developing with an increasing sales turnover that are involved in the student activities with the aim of increasing the partnership between Undiksha and the business world. These business units are engaged in services, industry and multi-business, on a small scale, but already have a business license (SIUP) issued by the government through the Office of Industry, Trade and Cooperatives of small business in Buleleng Regency. In the planning, implementation, and evaluation stages of the field exploration program, the program linkage aspect is viewed from three aspects, namely the aspect of cooperation between fellow business partners involved, cooperation between educational institutions and the business world, and the linkage between the implementing exploratory program and the Field Work Lecture program (FWLP) Undiksha students in the business field work.

This exploratory activity evaluation follows the third stage scenario and becomes an integral part of the entrepreneurial culture development program in micro and small business communities. In practice, one of the weak points in managing the life of the small business world is the discipline of business owners and managers regarding the separation between family assets and company assets. Failure to comply with the principles in the daily operational activities of the business world disrupts the liquidity of cash flow, which affects the productivity of company performance. Likewise, managing the market for the development of its business products in the future.

4. RESULTS AND DISCUSSIONS

The implementation of digital open-market by direct and online transactions technology lies in sharing and empowering by entrepreneurial partnership. From the MSEs entrepreneurs participating in this program, difficulties in transferring individual work experience and results into cross-business team building and the possibility of carrying out follow-up activities will become real work programs for developing entrepreneurial culture in the future.

From the results of the field training and observations during the field visit, it was found that the general description of business management patterns varies in the continuum of micro and small business management patterns. The wealth of experience and leadership style in business management is obtained from the field since the beginning of the business establishment. The key to success for business life has so far rested on the strength of the company and its managers, by constantly pushing themselves to be the best in their fields.

The other results of this research work was on the application of management science and digital information technology to apply a system of entrepreneurial digital cultural values, application of basic principles of entrepreneurship training results, and to display superior products of MSEs that are ready to be uploaded to the Website at www.undiksha.ac.id/kewirausahaan.com From the final Schedule of the 20 entrepreneurs, all of them already have draft profile of business and a catalog of that are ready to be uploaded sold by websites which are provided as training locations. By the end of the field activity, participants are expected to improve their ability to prepare promotion materials and manage WEB-based marketing that are feasible to grow, improve, and do better as potential entrepreneurs in the business world and continue to form partnerships with the other educational institutions to improve the quality of their business products.

Based on the result of field data and real information, it can be explained that in general, website-based marketing is an alternative tool to expanding market share from local and national to global market. The marketing management network which is based on multimedia technology is set up on-line so that market opportunities can expand throughout the world. As operationally, from the research activities four things can be produced as follows:

First, The MSE business management pattern must be built gradually and sustainably. The strength and resilience of a business are generally initiated from the beginning by the owners or managers for a long time. With business tips like this, the younger generation who are the followers of their family can get direct access to family companies or other business partners

Second, at the stage of implementing the training in the field, the various business products of each participant have been identified and categorized based on their prospects for marketing development in the future. From each of the existing participant products, they are trained to label products and classify products into three categories, namely superior product categories, mass market, and ordered products.

Third, the specifications are then determined, as data material for the manufacture of product catalysts in 2020. The training program is carried out with two main activities, namely creating and presenting a business plan so that participants can have the essential skills to pursue a career as successful entrepreneurs. The result achieved is the growing commitment of the participants to make and evaluate business plans, then spread the fighting spirit to improve entrepreneurial skills by providing training for the general public. This is based on the enthusiasm and belief that entrepreneurship will be able to overcome the problems of unemployment, poverty and raise the level of social welfare.

Fourth, From the results of the 5 (five) week training and observations during the field visit, it was obtained an overview of the varied patterns of business management in the continuum of family management patterns. The wealth of experience and leadership style in business management is obtained from the field since the beginning of the business establishment. The key to success for business life has so far rested on the strength from within the company and its managers by constantly pushing themselves to be the best in their fields.

5. CONCLUSION

The results of the activity are the ability to apply an entrepreneurial cultural value system, the application of basic entrepreneurial principles and the display of MSE's superior products that are ready to be uploaded to the Website. It is recommended that this activity be continued with training in operating the website network. What is done in this activity is only focused on the third stage of the total five stages of developing entrepreneurial culture in the MSEs community of millennial entrepreneurs. As described in this description of entrepreneurship training technology, in fact there is still a need to learn and to do more in the entrepreneurship education institutions.

As a suggestion, the study needs a follow-up study that it can be continued in 2021, focusing on activities of implementing integrated business management patterns with entrepreneurship development research programs conducted by the other entrepreneurship research teams. At the same time, Universities and colleges should conduct participatory or joint research to accompany the government effort to improve the entrepreneurship training curriculum which is launched for improving business and entrepreneurship society.

REFERENCES

- [1] T. Masduki, "Menkop UKM Ungkap 5 Skema Perlindungan Pemulihan KUMKM di Tengah Pandemi Covid-19," *Merdeka.com*, 2020.

- [2] I. J. Akpan, E. A. P. Udoh, and B. Adebisi, "Small business awareness and adoption of state-of-the-art technologies in emerging and developing markets, and lessons from the COVID-19 pandemic," *J. Small Bus. Entrep.*, vol. 0, no. 0, pp. 1–18, 2020, doi: 10.1080/08276331.2020.1820185.
- [3] N. Suharsono, *Business Work Lecture (KKU): Application of Business Management and Marketing of Micro and Small business Products in Support of Sibermas, Head of the P2M Project to Accelerate the Development of Entrepreneurial Culture in Higher Education*. Jakarta: Directorate General of Higher Education, 2014.
- [4] N. Suharsono, *Entrepreneurship Education: from theory to application I'm a True Patriot*. Jakarta: RajaGrafindo Perkasa, 2018.
- [5] N. Suharsono, "Implementing 'PATRIOT' As an Integrated Model of Instruction to Rebuild the Culture of Entrepreneurship in Higher Education," in *International Conference on Economics, Education, Business and Accounting*, 2019.
- [6] N. Suharsono, "(). Implementation of Multimedia Learning Model with Interactive CD to Foster Entrepreneurship Culture in Higher Education.," *J. Educ. Teaching.*, vol. 41, pp. 1422–1435, 2008.
- [7] N. Suharsono, "Implementation of Integrated PATRIOT Learning Model to Develop Entrepreneurship Culture in Higher Education," *J. Educ. Teach.*, vol. 42, no. 1, 2009.