



# Digital Skills Improvement for Micro, Small, and Medium Enterprises Development in Pandes Village, Wedi District, Klaten Regency

Marita Ahdiyana<sup>1</sup>(✉) and Desi Setianingrum<sup>2</sup>

<sup>1</sup> Public Administration Department, Social Sciences Faculty, Yogyakarta State University, Yogyakarta, Indonesia

marita\_ahdiyana@uny.ac.id

<sup>2</sup> Accountancy Department, Economic Faculty, Yogyakarta State University, Yogyakarta, Indonesia

**Abstract.** The Covid-19 pandemic has had a wide impact on all aspects of life. In the economic aspect, this has caused several economic sectors, especially micro, small, and medium enterprises in Pandes Village to stagnate. However, the presence of the digital era is not only a challenge but also an opportunity for the community. For this reason, increasing digital skills is very necessary for the development of micro, small and medium enterprises in the era of information and communication technology development. Massive use of social media can overcome the limited interaction between people. Therefore, a training program is needed to improve digital skills. The purpose of this article is to elaborate on improving digital marketing and financial capabilities for the development of micro, small and medium enterprises in Pandes Village. The marketing digitization scheme is carried out by utilizing the marketplace and using social media as a marketing technique. As for the financial digitization scheme, namely by training and assisting micro, small and medium enterprises in using financial recording and reporting applications. This program uses training and mentoring methods. Based on the results of the training, it can be concluded that the implementation of digitalization and e-marketing training carried out is considered very helpful for micro, small and medium enterprises in Pandes Village. During the Covid-19 pandemic, their business was able to survive by implementing digital marketing and online marketing. However, ongoing mentoring activities are still very much needed to improve their digital skills.

**Keywords:** Digital skills · Micro Small and Medium Enterprises · E-marketing · Social media · Marketplace

## 1 Introduction

The Covid-19 pandemic has affected all sectors of people's lives in Indonesia. The economic sector is no exception [1]. Micro, Small and Medium Enterprises (MSMEs) which are a very important part of the economic sector are also affected [2]. The results of

a survey by the Central Statistics Agency (BPS) stated that the sales transactions of 90% of MSMEs during the pandemic experienced a significant decline. The slowing economic movement has an impact on the MSMEs sector [3]. The survey of the Yogyakarta Special Region (DIY) Cooperatives and Small and Medium Enterprises Office together with Jogja Economic Resilience for Covid-19 with correspondents reached 1000 MSMEs in all regencies/cities in DIY. From the survey, it was revealed that MSMEs' income decreased from US\$ 1,339,938.13 to US\$ 208, 280. 54 from March to June 2020 [4]. The Covid-19 pandemic has caused MSMEs to experience significant setbacks such as a decline in sales, capital, and difficulty in raw materials. More than that, the pandemic also affects the occurrence of layoffs for workers and workers. This of course can be a serious threat to the economy at the national level.

Based on data on the Covid-19 handling website in Klaten Regency, the Covid-19 pandemic has greatly reduced product sales, especially in Wedi sub-district [5]. Pandes Village is one of 19 villages located in Wedi District, Klaten Regency, Central Java Province. Pandes Village has a population of 4689 people with an area of 1,409,125 Ha. Most of the population is engaged in the agricultural and livestock sectors. In addition, art groups and MSMEs are also found in Pandes Village. The Covid-19 pandemic has caused people to reduce activities outside the home and direct social interactions. This condition affected the decline in the sales volume of MSMEs. Based on data from MSMEs in Pandes Village, there are 45% of MSMEs who are unable to survive. This is because MSMEs lack knowledge about digital marketing and are still very dependent on off-line sales. In the end, MSMEs who were not familiar with digital marketing were affected and some even closed their businesses.

In the era of the development of communication and information technology, the Covid-19 pandemic has indirectly driven new changes in the business style in society. The change is the shift from offline business to digital business which is also known as the phenomenon of digital entrepreneurship. Social media and marketplaces can be a concept to make it easier for MSMEs to get wider marketing access [6]. The development of marketing digitalization during the Covid-19 pandemic can be done by marketplaces, social media, and various other supporting applications.

MSMEs development in the era of information and communication technology development is an important issue. This must be done to overcome the various dynamics of changes that occur. The limitations of physical social interaction using social media will be overcome [7]. Online product marketing can be used as one of the MSMEs' tactics for addressing the Covid-19 pandemic crisis. This method is hampered by MSMEs' inability to effectively market their goods online [8]. One of the efforts that can be done is through increasing digital skills for MSMEs actors. Therefore, a training program is needed to improve digital skills for the development of MSMEs to survive and develop their business through the digital sales ecosystem. This article aims to discuss digital marketing and digital finance skills training for the development of MSMEs in Pandes Village. The digital marketing scheme is carried out by utilizing the marketplace and the use of social media as a marketing technique. Meanwhile, the digital financial financial scheme is carried out through MSMEs training and assistance in using digital financial recording and reporting applications.

This is done by using 3 applications, namely: Warung Buku, Buku Kas, and Sahabat Bisnis.

## 2 Method

The method used in delivering the digitization program is the training and mentoring method. To improve the method, a demonstration method is also used. Demonstration method is a way of presenting information in the teaching and learning process by demonstrating how to do something accompanied by a visual explanation of a clear process [9]. From the above understanding, the demonstration method was chosen because it was considered suitable to explain something new to the community.

## 3 Discussion

During the pandemic and digital era, the financial regulatory system must be designed appropriately. The cloud accounting method is considered appropriate because the planning and financial recording process can be carried out remotely, so the process does not stop even though there is an obligation to keep a distance and do work from home [10]. The process of financial planning and recording is important for MSMEs and households. However, this method takes time to learn and costs a lot. So that although it cannot be implemented massively, the planning and recording process can still be done manually, so that financial literacy can still be improved so that MSMEs and their families can adapt during the pandemic. For this reason, digital marketing and digital finance skills training for the development of MSMEs in Pandes Village is important.

### 3.1 The Marketing Digitalization Scheme

The implementation of this marketing digitization program consists of several stages, namely through the provision of digital skills materials, training, and assistance for MSMEs in creating product identities, designing posters or promotional videos, creating social media accounts as platforms for promotion, adding sales locations to Google Maps, and implement marketing strategies, namely by improving the quality of services and adding types of services.

#### 3.1.1 Program Socialization: Socialization of the Digitalization Program to MSMEs in Pandes Village by Presenting Expert Speakers in the Field of Marketing

The purpose of this socialization is so that MSMEs have knowledge about digital marketing. The training activity begins with the delivery of material by expert resource persons in the field of marketing at the Pandes Village Hall (see Fig. 1).

This activity is a forum for sharing experiences that have been carried out by experts in the field of marketing. It aims to broaden and increase the knowledge of MSMEs in Pandes Village about digital skills. Thus, it is hoped that MSMEs actors will also understand the benefits of developing MSMEs during a pandemic.



**Fig. 1.** Digital Skill Training.



**Fig. 2.** Labelling of Product.

### **3.1.2 Training and Mentoring MSMEs in Creating Product Identities**

After socialization, the next stage is to train and assist MSMEs in creating product identities to be marketed. This is done by creating a product logo and determining the shape and design of the product packaging.

MSMEs are trained to create logos and packaging designs using the Canva application (See Fig. 2). The goal is as one of the branding processes in marketing that describes the identity of the product.

### **3.1.3 Training and Mentoring for MSMEs in Making Poster Designs or Promotional Videos**

At the poster design stage, participants are trained and assisted to make several poster designs or promotional videos related to the products to be marketed. Video profile is an effective promotion tool in supporting the existence of a product [11]. Therefore, mentoring and making profile videos for the promotion of a product will be very beneficial for improving people's digital skills [12]. The video is then uploaded to social media. This poster design and promotional video used 20 Canva applications. This application is very easy to use, especially for beginners who are just learning to design posters or edit videos (Fig. 3).



Fig. 3. Poster Design for Jenang Ayu Ibu Sunti

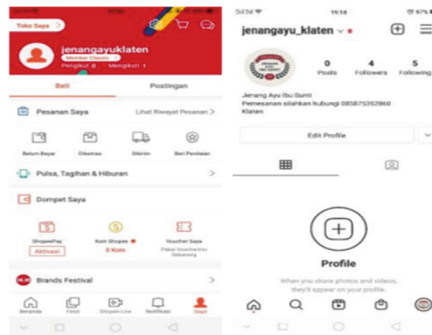


Fig. 4. Creating Social Media Account

### 3.1.4 Training and Mentoring MSMEs in Creating Social Media Accounts as a Platform for Promotion

MSMEs actors, household and young generation are also trained and assisted in creating social media accounts as a platform or forum to promote their products to be known by many people. The platform used as a forum to promote these products is through an online shopping sites and Instagram social media (Fig. 4).

### 3.1.5 Training and Mentoring MSMEs in Adding Sales Locations to Google Maps

The next stage is to train and assist MSMEs actors in adding business locations to Google Maps. This is intended so that the location of the business can be tracked on a map and can be known by the public (See Fig. 5). This is expected to make it easier for consumers to access the location of MSMEs.

In addition to training and assisting MSMEs actors, household and young generation in the series of training stages, participants were also added to training in implementing marketing strategies. This is done by improving the quality of services and increasing the types of services. So, it is hoped that participants can use delivery order services

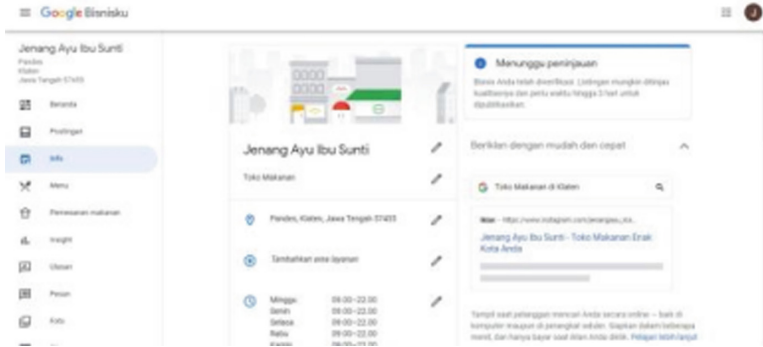


Fig. 5. The Location is Registered on Gmaps

and online purchases using a special sales service hotline that can be easily accessed by consumers.

In its implementation, activities get positive feedback from participants submitted via WhatsApp. Even though there are obstacles in the delivery method, but the activities it's generally going well.

### 3.2 Financial Digitization Scheme

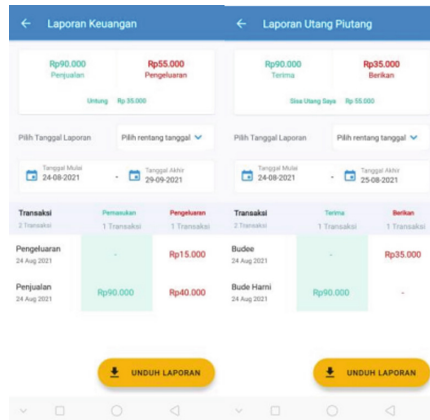
This training is carried out by training and assisting MSMEs and household in using applications for digital financial recording and reporting. Improving financial literacy in MSMEs through training and simple bookkeeping assistance is needed [13]. This activity was initially only focused on MSMEs and households. These activities then also targeted the younger generation. Extension activities are important to be applied to youth activities because the Pandes youth generation also has financial cycles that must be recorded and reported in detail. Knowledge of MSMEs and household financial digitization in Pandes Village, Wedi, Klaten focuses on explaining the use of 3 applications, namely Warung Buku, Buku Kas, and Teman Bisnis (See Fig. 6).

#### 3.2.1 Warung Buku Application

The appearance of the Warung Buku application consists of recorded transactions, then there are transaction details and reports finance. Recorded transactions are displayed on the main screen for user convenience do a tracing of what has been done in the near future. Transaction details contains more detailed results of the main transactions.

#### 3.2.2 Buku Kas Application

The appearance of the Buku Kas application is simpler in its features owned. This view only focuses on reports in the form of profit and loss and has features to simpler transactions. This application is very suitable to be applied to company's retail because of the many features that highlight availability of goods.



**Fig. 6.** Warung Buku Application

### 3.2.3 Teman Bisnis Application

The appearance of the Teman Bisnis application is more complex in terms of features. This is because many options per transaction lead the user to the method manufacturing company financial records. However, this application can also be used in service companies.

The three applications are presented in the training activities, so that the participants can choose and determine which applications are suitable for the activities. The financial digitization training program received a very positive response from the public. Not only MSMEs, households and young generation are also enthusiastic about participating in this activity. With this training, at least they have gained a good understanding of digital financial records.

## 4 Conclusion

Based on the discussion and discussion about Digital skills improvement for MSMEs development in Pandes Village above, it can be concluded that the training program has been well implemented and has received a positive response from MSMEs actors, households, and the young generation in Pandes Village. After the implementation of this program, knowledge about digitalization of marketing & financial digitization of MSMEs, households and the youth generation in Pandes Village has increased. This program can also increase the innovation of MSMEs in utilizing the marketplace and using social media as a marketing technique. In addition, this program has been able to improve the digitalization skills of MSMEs, households, and the younger generation in recording and preparing financial reports. The government through the village is expected to be able to develop the potential it already has and be more motivated to have a concern for the development of the quality of MSMEs. However, the sustainability of increasing digitalization skills is highly dependent on the assistance provided. Thus, guidance from the village, sub-district and district governments is highly expected so

that this activity can be sustainable and beneficial for the economic development of the community & MSMEs actors.

**Acknowledgments.** We would like to thank the Institute for Research and Community Service (LPPM), Yogyakarta State University, which has supported the program and provided financial assistance so that this community service program can be carried out properly.

**Authors' Contributions.** The first author plays a role in providing guidance and assistance in the implementation of community service activities. In addition, the first author also played a major role in the preparation of the paper. While the second author is the coordinator of the implementation of community service activities in the field and helps the first author in preparing the manuscript.

## References

1. D. A. D. Nasution, E. Erlina, E., I. Muda, Dampak pandemi covid-19 terhadap perekonomian Indonesia, *Jurnal Benefita*, 5(2), 2020, p. 212–224.
2. S. Aslamiyah, W. Reviandani, Pemberdayaan masyarakat melalui literasi keuangan sebagai strategi menghadapi Covid-19 di Desa Betooyoguci, Gresik. *JPKMI (Jurnal Pengabdian Kepada Masyarakat Indonesia)* Vol. 2, No. 4, November 2021, Hal. 266-274 e-ISSN: 2721-026X DOI: <https://doi.org/10.36596/jpkmi.v2i4.190G>.
3. Lufityanti, (30 September 2020), Dukung pelaku UMKM di masa pandemi, Sharp luncurkan program pemberdayaan ekonomi masyarakat. *Jogja.tribunnews.com*. Retrieved from <https://jogja.tribunnews.com/2020/09/30/dukung-pelaku-umkm-di-masa-pandemi-sharp-luncurkan-program-pemberdayaan-ekonomi-masyarakat>.
4. N.C. Anugrahanto, (5Februari 2021), Pemerintah DIY redesain anggaran rp 246 miliar untuk penanganan Covid-19. *Kompas.id*. Retrieved from <https://www.kompas.id/baca/ekonomi/2020/04/14/pemerintah-diy-redesain-anggaran-rp-46-m-until-penanganan-Covid-19/>
5. Pemerintah Kabupaten Klaten, Data APBD, in: *Awasicorona.klatenkab.go.id*, accessed on September 24th, 2021.
6. B. Arianto, Pengembangan UMKM digital di masa pandemi covid-19, *ATRABIS: Jurnal Administrasi Bisnis*, Volume 6. Nomor 2, p. 234, 2020.
7. Kaplan, Andreas M & Michael Haenlein, Users of the world, unite! the challenges and opportunities of social media, *Business Horizons*, 2010, 53(1): 59–68.
8. L. Andayani, M.V. Roesminingsih, W. Yulianingsih, Strategi pelaku UMKM dalam menghadapi situasi pandemi Covid-19 dapat dilakukan melalui pemasaran produk secara Online. *Jurnal Pendidikan Nonformal* Volume 16, No. 1, Maret 2021.
9. Daryanto, *Media pembelajaran*, PT. Sarana Tutorial Nurani Sejahtera, Bandung, 2011, p. 403.
10. Anwar Muhammad Foundation. (27 September 2021). Mengetahui pentingnya pengelolaan keuangan di era digital dalam skala umkm keluarga. *AMF*. Retrieved from <https://amf.or.id/mengetahui-pentingnya-pengelolaan-keuangan-di-era-digital-dalam-skala-umkm-dan-keluarga/>
11. N. K. Kertiasih, I.P. Budhayasa, Video profil sebagai sarana promosi efektif dalam menunjang eksistensi program studi manajemen informatika, *Jurnal Sains dan Teknologi*, 6(2), 2017, p.238-247.
12. S. S. Kusuma, D. Hamdani, D. Nugraha, Y. Nurhayati, R. F. Ramdhan, Pendampingan dan pembuatan video profil untuk promosi wisata Desa Cisantana



13. Kabupaten Kuningan. Empowerment: Jurnal Pengabdian Masyarakat, 3(02), 2020, p. 81–88.
14. N. Alinsari, Peningkatan literasi keuangan pada umkm melalui pelatihan dan pendampingan pembukuan sederhana. Magistorum et Scholarium: Jurnal Pengabdian Masyarakat, 2021, 1(2), 256–268. <https://doi.org/10.24246/jms.v1i22020p256-268>.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

