



Content Development for Food Small and Medium Enterprises (SMEs) Based E-Learning

Digitalisation toward SMes Quality Improvement

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Abstract— Small and Medium Enterprises (SMEs) contribute more than 60 % of Total Gross Domestic Income of Indonesia. Unfortunately, the mean to improve the quality of SMEs are very limited. This research aims to provide friendly learning tools for food based SMEs that easy to use, affordable, and accessible. The method used was focused group discussion for content development and waterfall method was used to develop e-learning. From the FGD it was decided that the content will cover about entrepreneur motivation, business idea development, business model canvas, monetary planning, and monetary management. E-learning developed by unified modelling language that are friendly for android based smart phone.

Keywords—E-Learning; SMEs; Food Industry; Digitalisation

I. INTRODUCTION

Small and Medium Enterprises (SMEs) contribute for 99% of business unit and 96.9% of employment absorption in Indonesia [1]. Unfortunately, SMEs are lack of endurance facing changes especially in the disruption era. SMEs are often victimized during quick changes, whether it's political riot, natural disaster, or economic policy changes [2]. However, during COVID-19 pandemic, food based SMEs having highest rebound especially in Indonesia. In Indonesia, SMEs are severely affected by the pandemic. However, 84.8% are able to survive and doing a rebound although they already lost 97% of the assets during pandemic [3]. Food based SMEs are having a high potential. Nevertheless, they still lack of means to improve their quality and knowledge.

Traditional and rural food small business had been a trend lately. It could be used as stable source of income if managed properly. However, they need innovation to keep them survive. Education is one of the key for traditional and rural food small business and SMEs to access innovation [4]. Education is compulsory to survive for food based SMEs. In Selangor and Sabah, 20 Food SMEs survived from COVID-19 pandemic were those who improve their knowledge continuously through online education and digitalization [5]. In Indonesia, three key factors for development of SMEs were training and education, funding, and assistance [6].

Indonesia and Uzbekistan were two countries with lowest sustainability of SMEs. It was found that in both countries, there lack of education support for SMEs [7]. In Indonesia, most of surviving Food and Beverages SMEs were women based SMEs. One particular reason behind it was the persistency of women to learn from any resources in order to survive [8]. Indonesian government found to give a poor facilities and support for sustainability and education of SMEs. This founding was ironic since development of SMEs play big role in elevating poverty, reduce poverty gap, and severity index. The government claimed to had provided facilities for SMEs sustainability but the facility was unfriendly for SMEs, hard to access, and unequal [9].

Post COVID 19, e-learning found to give positive impact for SMEs development. E-Learning provided accessible knowledge for SMEs and help them to shorten the knowledge transfer chain globally. It significantly affect the sustainability of SMEs [10]. In analysis of content for e-learning education toward food and beverages SMEs producers, materials should cover digital marketing, digitalization, digital money literacy, and digital safety transaction. SMEs practitioners and other stakeholders should learn to rethink their business strategies, incorporating crisis scenarios and business continuity plans to sustain customers virtually and to enhance sustainable development by E-learning [11]. The lack of E-learning for SMEs in in Indonesia not just caused by poor support of government. It also caused by the high resistance of SMEs practitioners for ICT innovation such as implementation of E-Learning. SMEs practitioners in remote however, more interested and open to new innovation. The present of local leader to promote E-learning also affecting the acceptance of e-learning in SMEs. The acceptance of E-Learning can be improved if assisted by reputational NGOs [12].

Food based SMEs having high potential in future. Vegetable food based having a good prospect especially in the development of healthy diet foods such as tempeh, probiotics, and seeds [13]. For meat based food, although the ability to fulfill market demand

was only 45% right now, the number predicted to be doubled in the next decade. In 2050, Indonesia predicted to be one of main meet producers in South East Asia [14]. The potential need a support especially in term of elevating human capital quality. Education is an alternative to reach this target. This research aimed to provide friendly education means for Food based SMEs practitioners. The research still limited in the development of content for the E-Learning as education means to SMEs practitioners in Indonesia.

II. METHODOLOGY

A. Pre-development

Developing a suitable e-learning for SMEs practitioner is a challenging process. In this stage, we were in cooperate with Human Initiative Indonesia. Human Initiative already had 145 group of food based SMEs that consist of 1694 SMEs practitioners spread from Aceh to Papua. Human Initiative is the only NGO in Indonesia who apply Theory of Changes in their programs. With these considerations, Human Initiative was chosen as a suitable partner for the development of Food SMEs based E-learning.

B. Content Development

Content development developed by focus group discussion (FGD). Two managers and five representatives of food based SMEs facilitators from five big islands in Indonesia was involved in this FGD. Managers involved in this FGD was networking and empowerment managers. Food based SMEs facilitator representatives were the representatives of Sumatra Island, Java Island, Kalimantan Island, Sulawesi Islands, and Maluku Islands. Focused Group Discussion was conducted using respondent-moderator method. In this process, information about the experiences of Human Initiative when conducting Food Based SMEs empowerment programs was dug. Evaluation reports from empowerment programs was used as materials to develop the contents. The data was summarized in table of needs.

III. RESULTS AND DISCUSSION

From the FGD, information gathered was presented on the table 1.

TABLE I. FGD RESULTS

Problems found during Food SMEs empowerment	Categories		
	Main Problems	Case	Needs
Beginners	Lack of motivation	Being an entrepreneur is a challenging task. It offers no certainty and require a hard work. Many beginners afraid to start because of this uncertainty	Content to boost the motivation for beginner SMEs practitioners
	Developing Bussiness Idea	SMEs practitioners lack of access on how to develop business idea	Knowledge about business ide development techniques
	Developing Busines Model	SMEs practitioners lack of knowledge about developing business model	Knowledge about business model development minimal using BMC (Business Model Canvas)
Intermedi ate	Monetary Planning	SMEs lack of monetary planning so that they can manage their profit loss	Knowledge about monetary planning

Problems found during Food SMEs empowerment	Categories		
	Main Problems	Case	Needs
		balance properly	
	Monetary Management	SMEs not get used during profit phase. They tend to spend most of the profit achieved in a single expend	Knowledge to maintain their cash flow

From the FGD it was found that generally there's two type of SMEs involved in empowerment program, beginners and intermediates. Beginners were those who not or just started their SMEs yet. Intermediates were those who already involved in previous empowerment programs, they already developed their SMEs in semi sustain conditions. It was decided that the content will covered entrepreneur motivation, Idea business development, business model canvas, monetary planning, and monetary management.

Motivation is one of biggest obstacle in entrepreneur development. The same goes for Small and Medium Enterprises. Lack of motivation usually related to economic factors. Entrepreneur facing great challenges economically. There is no certainty in entrepreneur especially regarding income [15]. Entrepreneur also lack of confidence for self-confidence whether their innovated-new product will be accepted by consumers or not. Female entrepreneurs found to be more conscious about the need of education for their sustainability as entrepreneur [16]. Immigrant also found to perform higher motivation toward entrepreneurship since they face limited option to survive [17].

Developing business idea is hardest part especially for SMEs. Business idea require proper knowledge to be developed. The developer should possess rhetoric skills, narrative plausibility, and narrative resonance. The skills were important to appeal new consumers. This skills usually not met in SMEs practitioners [18]. To develop business idea, developer should possess high sensibility toward consumer's demand. Due to the high mobility of human beings in the world of commerce, we must be able to quickly provide services and products in response to consumer demand. However, this also rarely found in SMEs. Because of that, most of SMEs need support and assistant during business idea development [19].

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