

Social Entrepreneurship Development Technology Based on Digital Marketing Training in Sukahaji Village Micro Enterprises

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Abstract

The development of social entrepreneurship is one strategy for alleviating poverty, but the current phenomenon is that many micro businesses are not developing. To overcome this problem, we need a renewable model that can encourage the sustainability of entrepreneurship among micro business actors. Digital Marketing training was chosen by researchers to develop entrepreneurship among micro entrepreneurs. The aim of this research is to apply a model of entrepreneurial development by continuing to develop the model and then implement it and test the results. This research uses a qualitative approach with the PAR (Participatory Action Research) method with interview, observation and FGD (Focus Group Discussion) techniques. This research tries to apply the Digital Marketing training model. The technology that has been implemented shows that this development model can answer the needs and increase market access for business actors. This development model is superior and more effective once implemented, because micro business actors can develop their businesses sustainably by following developments in renewable technology.

Abstract

Pengembangan kewirausahaan sosial merupakan salah satu strategi dalam pengetasan kemiskinan, namun fenomena saat ini banyak usaha mikro yang tidak berkembang. Untuk mengatasi permasalahan tersebut perlu suatu model terbarukan yang dapat mendorong keberlangsungan kewirausahaan pada pelaku usaha mikro. Pelatihan *Digital Marketing* dipilih oleh peneliti dalam melakukan pengembangan kewirausahaan pada pelaku usaha mikro. Tujuan dari penelitian ini adalah untuk menerapkan suatu model dari pengembangan kewirausahaan dengan melanjutkan pengembangan model lalu diimplementasikan dan menguji hasilnya. Penelitian ini menggunakan pendekatan kualitatif dengan metode PAR (*Participatory Action Research*) dengan teknik wawancara, observasi dan FGD (*Focus Group Discussion*). Penelitian ini mencoba menerapkan model pelatihan *Digital Marketing*. Teknologi yang telah diimplementasikan menunjukkan bahwa model pengembangan ini dapat menjawab kebutuhan dan meningkatkan akses pasar pelaku usaha. Model pengembangan ini lebih unggul dan efektif setelah diimplementasikan, sebab pelaku usaha mikro dapat mengembangkan usaha nya secara berkelanjutan dengan mengikuti perkembangan teknologi terbarukan.

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1. INTRODUCTION

In essence, poverty is a problem that has existed since mankind existed. Therefore, poverty management strategies must continue to be developed, because poverty reduction is a priority in the implementation of socio-economic development. For Indonesia, reducing poverty is one measure of development success. According to Yogatama & Dewi, (2022) Poverty is generally defined from an economic perspective, specifically income in the form of money plus non-material benefits received by a person. However, broadly speaking, poverty is also defined as a condition characterized by complete deprivation; lack of education, lack of transportation, poor state of health. The poverty alleviation program designed by the government currently emphasizes empowerment activities, the aim of which is a form of effort to change the "mindset" of the poor so that they have the ability and courage to try productive businesses in order to obtain income from their own business and be able to escape backwardness and poverty. According to Komariah

(2022) One example of a poverty alleviation program that can be designed by the government is the KUBE and Productive Economic Enterprises (UEP) program.

Joint Business Group (KUBE) is a group of poor families that is formed, grows and develops based on their initiative in carrying out business in economic activities (Sukoco, 2011). Medium Productive Economic Enterprises (UEP) in Soimin (2019) said to increase family income and social welfare. Productive Economic Enterprises (UEP) is social assistance provided to joint business groups to increase family income and social welfare. KUBE itself usually consists of 5 to 20 heads of families from poor communities who are included in the Integrated Data for Handling the Poor and Disabled People (Marsuki, 2006). Solving the social problem of poverty can also be pursued by using a Social Entrepreneurship approach in micro businesses in the Village, by developing these designs through the use of natural resources, where the community can manage the results of natural resources with the main aim of increasing welfare. In this way, it is hoped that it will raise awareness that eliminating poverty must be achieved through productive efforts, so as to produce a broad social impact and provide benefits for the wider interests of society. (Latifa et al., 2018).

Likewise with poverty in Sukahaji Village, Ciasem District, Subang Regency where according to Composite Index data it is stated that the village is still lacking in social welfare. Sukahaji Village is the location of choice for researchers in the hope that it can contribute to optimizing the village's potential. In an effort to improve the status of Sukahaji Village from the status of a developing village to an advanced village, the researchers looked at this reference based on the recommendations of the Developing Village Index, which recommendations resulted in an initiative on the IKE composite index (Economic Composite Index). Therefore, it is necessary to develop social entrepreneurship technology that can be useful and sustainable for the people of Sukahaji Village because the development of social entrepreneurship can be carried out with the aim of alleviating poverty by empowering the community through increasing capacity. (Firdaus, 2014). There are efforts to alleviate poverty in Sukahaji Village, where the causes of poverty problems in the village are low-income levels and business actors that are still underdeveloped, which makes people's purchasing power low. Apart from that, there are other reasons that are obstacles for business actors, especially MSMEs in Sukahaji Village, who find it difficult to distribute or sell their products due to the pandemic in 2020 which caused an economic downturn. The most dominant production product in Sukahaji Village is the cultivation of oyster mushrooms, which are a cooking ingredient that can be processed into various kinds of preparations and are liked by many people.

To alleviate poverty in Sukahaji Village, it is necessary to increase income through social entrepreneurship. Social entrepreneurship itself. According to Pujileksono (2019) Social entrepreneurship is a term derived from entrepreneurship, and is a combination of the two words social, which means society, and entrepreneurship, which means entrepreneurship. From this definition it can be concluded that social entrepreneurship is someone who is sensitive and truly understands social problems and then uses entrepreneurial skills with the aim of carrying out social change, especially in the field of welfare. Therefore, social entrepreneurship is related to poverty alleviation as an effort for social change (entrepreneurship with broad impacts and benefits. Therefore, the researcher tried to create an initiative in the field of social entrepreneurship through digital marketing-based outreach. The researcher chose to develop this technological design so that adapting to the progress of the times, where the millennial era is now completely digital in carrying out buying and selling transactions and marketing strategies. Micro business actors really have the opportunity to develop their business by increasing production and sales capacity to develop their business in this completely digital era.

Social entrepreneurship plays an important role in the form of a breakthrough in efforts to reduce poverty. The manifestation of social business increasingly strengthens that entrepreneurship is an economic lever for society to improve the economy and increase income (Firdaus, 2014). Apart from that, social entrepreneurship also encourages economic development, although it is still limited in scope, but in the long term the poverty alleviation

agenda can be realized. In this case, it is an innovative idea and the courage to take risks in what is done because it combines social and business concepts with the hope that with this action it can reach the export stage which can improve the country's economy. (Arifin, 2022). Apart from that, this can be used as an entrepreneurial opportunity to give hope in efforts to resolve social problems.

Based on the explanation above, it emphasizes the important role of social entrepreneurship in alleviating poverty in Sukahaji Village, Ciasem District, Subang Regency, a problem formulation can be made: 1) What is the initial design for developing Social Entrepreneurship technology based on Digital Marketing Extension in Micro Enterprises in Sukahaji Village, Ciasem District, Subang Regency; 2) How to identify the need for developing Social Entrepreneurship technology design based on Digital Marketing Extension in Micro Enterprises in Sukahaji Village, Ciasem District, Subang Regency; 3) How to plan the development of Social Entrepreneurship technology design based on Digital Marketing Counseling in Micro Enterprises in Sukahaji Village, Ciasem District, Subang Regency, then 4) How to implement the development of Social Entrepreneurship technology design based on Digital Marketing Counseling in Micro Enterprises in Sukahaji Village, Ciasem District, Subang Regency, then 5) What is the final design for the development of Social Entrepreneurship technology design based on Digital Marketing Extension in Micro Enterprises in Sukahaji Village, Ciasem District, Subang Regency.

2. RESEARCH METHODS

Research methods are a scientific approach to collecting data with specific purposes and uses. According to Silalahi (2012), research design is a research plan and structure which has been prepared systematically to answer the questions that have been created and asked. Then there is also the general aim of research, which is to solve problems using steps and methods that are relevant to the problems faced (Sugiyono, 2018).

The research method used in this research is a qualitative descriptive method, which provides an accurate, factual and systematic picture of poverty alleviation in Sukahaji Village, Ciasem District, Subang Regency through social entrepreneurship using Digital Marketing. The design used is a model with a Participatory Action Research (PAR) approach which is able to involve the active participation of micro business actors in Sukahaji Village. Action research is research that aims to make changes to organizations and society. Action research is an effort to try out ideas into practice to improve or change something in order to have a real impact. Apart from that, to strengthen this research, the Forum Discussion Group (FGD) analysis tool was used which involved academics, stakeholders and the Sukahaji Village Government. The method is appropriate to the objectives to be achieved, namely observing the changes and efforts made in this research model, the researcher specifically describes the results of observations in the form of a narrative or clear picture (Singarimbun & Effendi, 2011).

In this research, a transferability test was also used which was carried out by referring to the report on the design results of social entrepreneurship technology based on digital marketing outreach. Then the researcher carried out a dependability test to prevent errors in data interpretation, so that the existing data was able to provide valid and accountable information. Then a confirmability test is also carried out, the test can be carried out simultaneously with the dependability test because the two are almost similar, namely they both test the process of research results related to the design of social entrepreneurship technology based on digital marketing counseling for micro entrepreneurs in Sukahaji Village, Ciasem District, Subang Regency.

By using an appropriate research method approach, it is hoped that this research can provide new insights and ways of alleviating poverty in general for areas or villages that are still far from prosperity, more specifically for Sukahaji Village, Ciasem District, Subang Regency. It is hoped that the data, findings and actions that have been carried out in this research can become the basis

for policy making and more effective ways to eradicate poverty for this area or other areas that have social welfare conditions similar to Sukahaji Village.

3. DISCUSSION

In this research, the subject of discussion is the social welfare of the people of Sukahaji Village, Ciasem District, Subang Regency. In 2022, according to the Subang Regency Central Statistics Agency (BPS), the demographics of Sukahaji Village will be 9,135 with a population density of 713 people/km². Sukahaji Village is also almost similar to several other villages in the Ciasem sub-district in the Sukahaji area, surrounded by a large expanse of rice fields, so that the majority of the people's livelihood is working as farmers or as farm laborers, then some others become livestock breeders, mushroom cultivators and entrepreneurs. Sukahaji Village is divided into several hamlets, namely Bungur Gede Hamlet, Bungur Jaya, Krajan, Karangjaya, Rawajolang. The condition of the infrastructure in Sukahaji Village is also classified as poor, including many damaged roads connecting between hamlets, although there are also roads with concrete construction that are quite comfortable to pass even though the route is still limited. This infrastructure condition itself is detrimental to economic activities and increases high operational costs so that goods sourced from this area are expensive and not favored by the market.(Arifin, 2022).

With these deficient conditions, business actors in Sukahaji Village, which in this discussion are mushroom cultivators, need to expand the market, which with current technological developments makes it possible to expand the market through digital marketing. In Kusumaningtyas et al. (2021) Digital marketing is a process of planning and implementing concepts, ideas, prices, promotions and distribution. In simple terms, it can be interpreted as building and maintaining mutually beneficial relationships between consumers and producers. So this research was made by analyzing social work practices from the initial design until the final design was formed which was implemented in society.

a. Initial Design for Digital Marketing Development

The initial model of marketing training carried out was traditional marketing training for business actors. Where this technological pattern was initiated from several weaknesses in traditional marketing training technology carried out by business actors, in this case mushroom cultivators who sell to collectors or middlemen. Where this method is still considered to have several weaknesses, such as the target buyers being less broad so that the impact on income is not too high because the price given is relatively low, apart from that with this method the goods sold must be in large quantities, the sales time must also be said to be fast because if left untreated If you take too long, things will rot.

To cover the weaknesses in the marketing method used by small business groups, in this case mushroom cultivators in Sukahaji Village, the researcher engineered the marketing training technology combined with digital marketing training technology and reseller (second seller) management which will be initiated by the party. concerned from the business group. Before this initial design was implemented, researchers collected data related to the initial marketing conditions of the product and collected data related to the possibility of implementing further developed technology using Digital Marketing.

b. Identify Digital Marketing Development Needs

In carrying out the identification, the researcher in this case carried out direct observations in the field, namely in Sukahaji Village, Ciasem District, Subang Regency. On this occasion, researchers conducted a survey and opened a Discussion Group Forum together with academics, local government agencies and other stakeholders.

Observations were carried out by visiting micro business actors in two hamlets of Sukahaji village, namely Krajan hamlet and Karangjaya hamlet, which are the largest bases for producing mushrooms. After that, three FGDs were held in the two hamlets, involving academics, agricultural practitioners, village government, mushroom farmers, and the Sukahaji Village Women's Farmers Group.

The results of this FGD were obtained in the form of data about the needs of micro business actors in Sukahaji village, which in general are the needs of business actors who need a wider market to sell their products. Apart from that, business actors also need technology and innovation to make businesses, especially mushroom cultivation in Sukahaji Village, more efficient and effective.

c. Digital Marketing Development Planning

Digital Marketing development planning is carried out in a participatory manner by involving several participants, namely business owners or actors, Sukahaji village welfare heads, heads of farmer groups and youth organizations, or potential teenagers who understand how to use digital technology. Planning is carried out to re-establish the initial model and develop strategies such as forming a work team, developing a digital marketing training agenda, dividing tasks and functions of the work team and mapping marketing media and work partner targets. In the planning process the following results were obtained:

Table 4.1 MRSE Digital marketing training technology planning

Agenda	Plan
Resellers	R, Chairman of the Sukahaji Village Poktan P, Potential youth of Sukahaji Village
Companion to build partnerships	Researcher
Marketing Media (Market Place)	<i>Shoopee, Whatsapp Business, Village Web, Facebook, Instagram</i>
Collaboration partner targets	Sukahaji Village Government, Chair of Poktan
Execution time	2 weeks
Capital or technological media	Smartphones and the internet take advantage of resellers.
Digital marketing training	Filled by Online Market Place Practitioners

Source: Processed from FGD data, 2023

Implementation of Digital Marketing training technology. Based on the planning results, digital marketing training technology can be said to be successful if sales of MSME products increase through digital-based marketing systems and event management. Researchers and participants concluded the success indicators of implementing this design as follows:

- a. Product sales increase from using the market place
- b. Product sales increase from the use of event management
- c. There are collaboration partners
- d. Involving potential youth (youth) as resellers
- e. Product sales expand

The MSME Actors Group in Sukahaji Village, Subang Regency is a community group that is able to find economic opportunities from all the potential they have. Training on the use of functions and optimization of electronic media during the pandemic has become a new innovation and strengthened the awareness of MSME players to be aware of the importance of marketing products via electronic media and social media. This training aims to ensure that the MSME Group can receive support from various parties so that they can help each other in developing MSME products in Sukahaji Village.

The strategy that will be used in implementing Digital Marketing training technology is a collaboration strategy to handle problems. This is because participants already understand what will and must be done, and there has been a mutual agreement to carry out marketing activities.

d. Implementation of Digital Marketing Development

Determining the training methods that will be implemented for business actors is formulated by the Sukahaji Village Office together with the Village Head and Head of Welfare

Section as well as the Head of the Farmer and Practitioner Group. Training material to participants provided by the training team (IT Team) concerned with the Delivery of Electronic Media Use. Using a suitable method will make it easier for training participants to accept the material provided. A method that is suitable for product marketing training in Katapang village for small businesses is the demonstration method. At the training stage at the village office, the trainer explains the purpose of the demonstration in relation to the teaching material that has been or has just been presented. If the equipment uses equipment (SmartPhone), then how the device works must be explained. Participants also need to be given the opportunity to try the tool.

Training to implement Digital Marketing was carried out in the Sukahaji Village hall which was attended by business actors and other stakeholders. In the next series, Market Place Online practitioners provide material and conduct digital marketing training accompanied by researchers. The material provided is not only about how to sell on the eco-commerce, but goes further than that about processing derivative products from mushrooms that can last longer and provide a higher selling value than those sold in raw form.

The majority of marketing training activities carried out by small businesses in Sukahaji Village have been carried out in accordance with digital marketing training technology designs. Initially sales activities were carried out traditionally, but now they are starting to be carried out digitally, namely selling online via market place applications or social media such as Facebook, then if there is an event then the village has facilitated processing mushrooms as a typical regional supper in Sukahaji Village. Researchers underline that business actors and young people have the potential to be able to work together and carry out marketing training activities offered by the initial design of marketing technology even though sales have not increased significantly.

e. Final Design for Digital Marketing Development

The final model is based on evaluation and reflection. In this stage of action research, we look at the extent of the achievements and changes that have occurred and the benefits for the beneficiaries who receive the output in Sukahaji Village. The final model was prepared through a Focus Group Discussion together with a community work team formed. In this discussion, the results of the model implementation achievements were discussed and aspirations were collected regarding improvements to the activities that had been carried out.

Based on the reflections and discussions conveyed by several informants who spoke in the forum, it can be concluded that there is a need to improve Digital Marketing technology in Sukahaji Village, especially accelerating promotions which can be done by asking for help from other parties such as endorsements or promotions from the regional government, expansion collaboration, and more attractive packaging.

The final model of digital marketing training technology is designed to empower small businesses who are lagging behind in using digital media. Apart from the three engineering techniques (resellers, traditional sales and event partnerships), marketing technology is strengthened with support from local parties who have authority and responsibility in the field of empowerment.

f. Discussion of the Role of Digital Marketing-Based Social Entrepreneurship

The researcher describes critically and rationally the relationship between aspects of the research results and the objectives of this research. In this section, the researcher describes two things, namely linking the research results with theoretical reviews and actual topics and linking them with the researcher's empirical experience in the field, research findings and their relationships are explained from each aspect.

Researchers link these findings to social exchange theory. Where it is stated that this theory is how people minimize costs (costs) and maximize profits (rewards) through social exchange in the hope of forming positive network value (Hulme & M. Turner, 1990). Social exchange theory helps strengthen researchers' arguments that individuals who experience inequality can be empowered by utilizing existing resources. Change is an inevitability. Apart

from discussing the use of reseller techniques from a theoretical perspective, researchers review these findings through actual topics. The development of digital marketing is very fast. Internet market penetration managed to exceed 65% for the first time in the first quarter of 2022. The number of market space downloads in Indonesia reached 100 million downloads on one of the e-commerce sites in Indonesia. However, individuals or groups must be able to transform their sales system to digital marketing.

To facilitate the implementation of social entrepreneurship, there needs to be collaboration between agencies that are carrying out an activity. Every time there are activities or guests from outside who come to Sukahaji Village or Subang Regency, they are required to taste local specialties. This result is in line with what was said by Paradise (2014) that there is a reciprocal relationship between business actors and agencies which can introduce the village's potential to outsiders. Meanwhile, according to (Komariah, 2022) The event marketing strategy has been a popular company marketing strategy for decades, because it can increase the income of MSMEs in the area.

This research found a final model which requires the support of other parties to intensify promotion of products and online stores for business actors. The community development approach needs to continue to be intensified by the authorities in providing assistance, vocational training, social assistance such as community social workers, village welfare section for empowerment and community welfare.

4. CONCLUSION

Based on the discussion that has been presented concisely and clearly above, the following conclusions can be drawn:

- a. The majority of marketing activities carried out by small businesses in Sukahaji Village have been carried out in accordance with digital marketing training technology designs. Previously sales activities were carried out traditionally, but now they are starting to be carried out digitally, namely selling online through market place applications or social media.
- b. Business actors, the government and resellers have been able to expand their target buyers, which previously only sold within the Sukahaji Village area and can now be taken outside areas such as Jakarta, Bandung City and Cimahi. Then, various kinds of processed mushrooms were offered to guests visiting the Village Office in collaboration with Village officials.

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