

## The Importance of Digitalization in Efforts to Increase MSME Income in Gending Village, Probolinggo Regency

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### Abstract

*Real Work Lecture (KKN) at Panca Marga University is a way of learning and working for students through various activities that are directly involved in society and trying to be part of society actively and creatively in the dynamics that occur in society in a short period of time. Students have an important role, namely as agents of change where in people's lives there is a change. So that with this KKN, students are able to solve problems that exist in society, one of which is in improving the community's economy. The rapid development of an increasingly sophisticated era in the modern era like today is very important for MSMEs in developing their business. UMKM (Micro, Small and Medium Enterprises) in Indonesia is one of the fields that dominates business actors. The majority of business actors cannot develop and experience bankruptcy. However, MSMEs have challenges in the business sector, namely digital marketing in order to be able to survive in competition. This is what makes MSMEs change sales strategies through digital. With digitalization in the marketing strategy, it can help MSMEs to be better than before.*

**Keywords:** Real Work Lecture (KKN), Strategy, UMKM

### Abstrak

Kuliah Kerja Nyata (KKN) Universitas Panca Marga adalah suatu cara belajar dan bekerja bagi mahasiswa melalui berbagai kegiatan yang terlibat langsung dalam bermasyarakat serta berupaya *menjadi* bagian dari masyarakat secara aktif dan kreatif dalam dinamika yang terjadi dalam masyarakat dengan kurun waktu yang singkat. Mahasiswa mempunyai peran penting yaitu sebagai *agent of change* dimana dalam kehidupan masyarakat terdapat suatu perubahan. Sehingga dengan adanya KKN ini, mahasiswa mampu memecahkan masalah yang ada dalam masyarakat salah satunya yaitu dalam meningkatkan perekonomian masyarakat. Pesatnya perkembangan zaman yang semakin canggih di era modern seperti saat ini sangat penting bagi UMKM dalam mengembangkan usahanya. UMKM (Usaha Micro Kecil Menengah) di Negara Indonesia menjadi salah satu bidang yang mendominasi dijalankan oleh pelaku usaha. Mayoritas pelaku usaha tidak bisa berkembang dan mengalami kebangkrutan. Namun, UMKM memiliki tantangan dalam bidang bisnis yaitu *digital marketing* agar mampu bertahan dalam bersaing. Hal ini yang membuat UMKM mengubah strategi penjualan melalui digital. Dengan adanya digitalisasi dalam strategi pemasaran dapat membantu para UMKM sehingga menjadi lebih baik dari sebelumnya.

**Kata Kunci:** Kuliah Kerja Nyata (KKN), Strategi, UMKM

### INTRODUCTION

In the 5.0 era like now, technological developments are the main key for business actors. MSMEs have enormous potential in developing economic growth and development in Indonesia. Micro, Small and Medium Enterprises (MSMEs) are activities carried out by the community which aim to expand employment opportunities and provide economic services to the community at large.

In running a small or medium business, there needs to be development. Business development is carried out for the reason of obtaining maximum profits provided that a planned sales target is achieved. The maximum profits obtained will have a big influence on business actors so they can expand and develop their

businesses so that they can help improve the economy of a business actor. Apart from that, business development can also be done by marketing through digitalization so that it has unique value in the eyes of the public and can attract the attention of buyers.

Apart from products that have their own characteristics, a business actor must also have a sales strategy in developing his business, such as marketing strategies, updating labels and packaging, to improve any marketing that can help improve the community's economy.

A marketing strategy is a plan that contains how to sell a product, for example looking at opportunities or using social media. Judging from current developments, the influence of technology can help all groups, especially

business owners, therefore, with the existence of sophisticated technology, business actors must really take advantage of its existence. One of them is doing business online through various marketplaces that have been provided, so that the products being managed can be known by many people, so that the business being run can develop and be competitive with other products (Claudya et al., 2019).

With KKN students, they can help business people who do not understand digitalization, especially in Gending Village. The marketing strategy implemented in developing and improving MSMEs is through outreach to MSMEs in Gending Village.

### IMPLEMENTATION METHOD

The method used in this service to help the community aims to increase MSME income, namely through digital socialization in Gending Village, Probolinggo Regency. This activity was carried out in an effort to help introduce the importance of digitalization in the current 5.0 era. Apart from that, the approach used is participatory with the community. There are several stages carried out in this service activity including: (1) Observation stage. This stage includes: identification of the community environment, observation, measurement and interviews (2) stage of program preparation. This stage includes: identifying problems, formulating program plans, preparing budget funds, agreeing on implementation times, (3) activity implementation stage, including carrying out activities with the community, compiling activity reports, compiling scientific articles.

This community service activity was inspired by a number of problems in the village, namely the lack of knowledge of digital technology. These changing times require MSMEs to make changes in terms of their marketing strategy. With this, KKN students can help change mindsets and technological knowledge so that MSMEs' income can increase. The KKN group that helps in activities to increase MSME income consists of:

1. Riska Nur Istiqomah
2. Abdurrahman Wahid
3. M. Imam Purwantoro
4. Dedy Kurniawan

5. Nur Amilia Mahmuda
6. Ike Safitri
7. Habibulloh
8. Early Ayu
9. Ana Andriyani
10. Edwin Indarko
11. Dwi Hermawan
12. Ika Murnia P.
13. Lusi Novita Sari
14. Hendra Putra S.
15. Sentiana Agustin
16. Dwi Riska F.
17. Andi Susilo
18. Siti Soleha
19. Muhammad Arifulloh
20. Amirul MH
21. Muhammad Hussein

### RESULTS AND DISCUSSION

This activity is realized through outreach which leads to signing which aims for follow-up activities, namely, collaboration with partners. Partners who collaborate with follow-up activities are the Gending Village MSME mobilization team who are willing to accompany MSME development activities in developments in the digitalization era. These partners will later be involved in community service proposals.

#### ➤ Guiding MSMEs in digitalization

This activity was carried out to improve MSMEs in the digitalization program through social media. This community service activity is carried out for 1 month, starting from July 29 to August 29 2023. This stage is carried out so that MSMEs can easily communicate via social media regarding product marketing, for example regarding prices, product quality, promotions, etc. So one way to promote online is to create content related to MSME products, considering that social media will be a vehicle for business actors because there are many media for marketing digitally. So this provides a high level of effectiveness in promoting a product.



- Promotion Assistance via Digital  
This activity is carried out to assist and control MSMEs so that they can publish promotional content and see feedback from a promotion. That's where we finally find out how important digitalization is in an era like today and in the future it can be used as an evaluation. This activity also aims to maintain consistency among MSME players in marketing a product.



- Socialization and education related to marketing strategies  
Effective online marketing strategies have been proven to increase the income of MSMEs in Gending Village. Because later it will gain market share that can satisfy the community. So, in this case it is necessary to have an appropriate strategy so that it can increase profits and the desired interest or target. There are many strategies that can be used in marketing online, for example holding big discounts, discounts on certain products, holding giveaways to consumers so that customers can be tempted to buy these products. Next is the evaluation stage which focuses on indicators of success or achievements of activities that have been carried out optimally. The evaluation was carried out through interviews with MSME players regarding the importance of

digitalization in efforts to improve MSMEs in Gending Village.

## CONCLUSION

Based on the results of the service and the research carried out, it can be concluded that strategies to increase MSME income in Gending Village can be beneficial for MSME actors, especially in Gending Village. This program carries out several steps, including socialization regarding online marketing, online sales assistance, etc. From the above stages, MSME players gain knowledge regarding the importance of digitalization in the 5.0 era like today. In this case, of course, it can improve the skills possessed by MSME players, this ability can be used to develop an agenda for implementing marketing strategies.

## SUGGESTION

The advice in the research that has been carried out is that MSME players must continue to maintain the quality of the product and also never back down even if they fail. Continue to promote on social media and, if possible, increase your enthusiasm for promotion and increase your creativity, so that customers or the public feel interested in trying it.

## THANK-YOU NOTE

Thank you to the MSME partners of Gending Village who have provided the opportunity to carry out research and service. We also thank the Field Supervisor who has provided guidance and direction so that this activity can run smoothly until the end. In the future, there is also a need to monitor incentives from MSMEs so that they continue to develop.

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