

## Development of a Digital Directory Web for SMEs under the guidance of Telkom Witel South Surabaya

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### Abstract

*Results in MSME business turnover being hampered by limited capital and limited business diversification. Based on observations and interviews with Partners, there are main problems experienced by Telkom Witel South Surabaya-assisted MSMEs, namely how can they manage MSMEs and then introduce and sell their products with the widest possible reach so that they are not only in the Surabaya area and its surroundings so that Community Service activities are expected to provide contribution in terms of skills and abilities in generating profits and overcoming problems. The solution to solving this problem is to develop a digital directory as well as its features and functions within the organization at Telkom Witel, South Surabaya. The output that will be achieved in this activity is digital marketing efforts through the website which are expected to be able to increase profits and provide a sense of trust to consumers to be interested in buying the products offered. The results of this PKM activity include several calls for mandatory outputs, namely (1) scientific publications in national social service journals with ISSN, (2) activity videos, (3) increasing the application of science and technology in society (online platforms). The stages of PKM implementation consist of (1) developing a digital MSME web directory.*

**Keywords:** MSME, Directory Digital, Telkom Witel Surabaya Selatan

### Abstrak

UMKM yang belum dapat beradaptasi dengan situasi pandemic Covid-19 saat ini mengalami kesulitan dalam hal penurunan jumlah penjualan produk dikarenakan daya beli masyarakat yang menurun sehingga berakibat pada perputaran bisnis UMKM yang terhambat dengan adanya keterbatasan modal serta diversifikasi bisnis yang juga masih terbatas. Hasil observasi dan wawancara dengan Mitra, terdapat permasalahan pokok yang dialami oleh UMKM Binaan Telkom Witel Surabaya Selatan yaitu bagaimana mereka bisa mengelola UMKM kemudian mengenalkan dan menjual produk mereka dengan jangkauan seluas – luasnya sehingga tidak hanya di area Surabaya dan sekitarnya sehingga kegiatan Pengabdian Masyarakat ini diharapkan memberikan sumbangsih dalam hal skill dan kemampuan dalam menghasilkan keuntungan serta mengatasi permasalahan. Solusi menyelesaikan permasalahan tersebut yaitu dilakukan pengembangan direktori digital serta fitur dan fungsinya dalam organisasi di Telkom Witel Surabaya Selatan. Luaran yang akan dicapai dalam kegiatan ini yaitu dengan upaya pemasaran secara digital melalui website tersebut diharapkan mampu meningkatkan keuntungan dan memberikan rasa percaya pada konsumen agar tertarik untuk membeli produk yang ditawarkan. Hasil kegiatan PKM ini terdapat beberapa pencapaian sebagai luaran wajib yaitu (1) publikasi ilmiah pada jurnal nasional pengabdian masyarakat Ber-ISSN, (2) video kegiatan, (3) peningkatan penerapan IPTEK di masyarakat (online platform). Tahapan pelaksanaan PKM terdiri dari (1) pengembangan web direktori digital UMKM

**Kata Kunci:** UMKM, Direktori Digital, Telkom Witel Surabaya Selatan

## INTRODUCTION

The condition of MSMEs in Indonesia during this pandemic is quite worrying, in fact according to the Organization for Economic Co-operation and Development (OECD) estimates that after September 2020, almost half of MSMEs will experience a crisis or go bankrupt. According to the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia, UKM is a business sector in Indonesia that reaches 99 percent risk, where labor absorption in MSMEs reaches 97 percent

(Ministry of Cooperatives and MSMEs). In line with these conditions, President Joko Widodo will require all ministries and institutions to allocate a minimum of 40 percent of their budget ceiling for goods and capital from MSMEs, this effort is aimed at absorbing MSME products (Kompas.com).

In line with President Joko Widodo's policy, empowering micro, small and medium enterprises is an integral part of the people's economy which has a central and strategic role in improving the country's economy (article 5 of

Law No. 20 of 2008). Based on these conditions, it is difficult for MSMEs to develop both in terms of production, marketing and administrative systems and it is difficult to increase capital through credit provided by Government Banks and Private Banks. The key factors for the success of an MSME can be determined by promotion, branding, interest in entrepreneurship and a strong network with fellow MSMEs, university partners and the government (Aris & Ihwan. 2016). Universities are one of the success factors for MSMEs in terms of partnerships, which have an important role in providing assistance in the form of providing training to MSMEs. Training can be used as a strength to be able to compete by maximizing existing potential and creating new innovations. (Ardiana. Indianto & Saifudin 2018).

The vision of the government program regarding MSMEs is in line with the vision of the Telkom Community and Development Center (CDC) Witel South Surabaya. Telkom CDC is part of Telkom Witel South Surabaya whose program is the Partnership and Community Development Program which includes a partnership program for assisted MSMEs. The partnership program is a program to empower the economic competence of marginalized groups to increase income through micro, small and medium scale business activities, carried out by providing low-interest loan funds set aside from a portion of BUMN business profits.

The economic empowerment program for marginalized groups by Telkom CDC is carried out through the program:

1. Providing soft loan funds;
2. Entrepreneurship training;
3. Developing creativity for Foster Partners engaged in small and medium enterprises and cooperatives (UKM)

After conducting in-depth interviews with Telkom CDC and Witel South Surabaya, several problems were discovered, namely:

1. Of the total of more than 1000 MSMEs assisted by Telkom CDC, only some have social media in the form of Instagram and Facebook.
2. Most of these MSMEs also do not have websites for their operations and marketing.

3. Telkom CDC does not yet have a global digital directory and catalog for managing assisted MSMEs.
4. The public does not yet know information from local MSMEs, especially MSMEs assisted by Telkom CDC.
5. The marketing strategy is still traditional or word of mouth

Therefore, we are trying to provide a solution in terms of capital by developing a digital directory website for MSMEs assisted by Telkom South Surabaya.

## IMPLEMENTATION METHOD

### Prototyping

The prototype created in this research was built using Figma tools. With a prototype, everyone involved in production activities can hold, see and touch in detail examples of the product to be produced, try out planned features, and receive feedback or input from all team members which can be used to look for weaknesses, record excellence, and examine all the possibilities and impossibilities that exist. Prototypes are not always about physical products, but can also be digital products. Prototypes are divided into two types based on the media. Namely analog prototyping and digital prototyping. Analog prototyping, which uses paper media, is made to validate initial ideas and fundamental things such as system workflow. Meanwhile, Digital Prototyping uses smart devices and can be more interactive. The process of creating an application prototype can be created through several supporting applications such as Miro for brainstorming, Notion for documentation, InVision and Figma for creating designs and prototypes, and Maze for application testing.

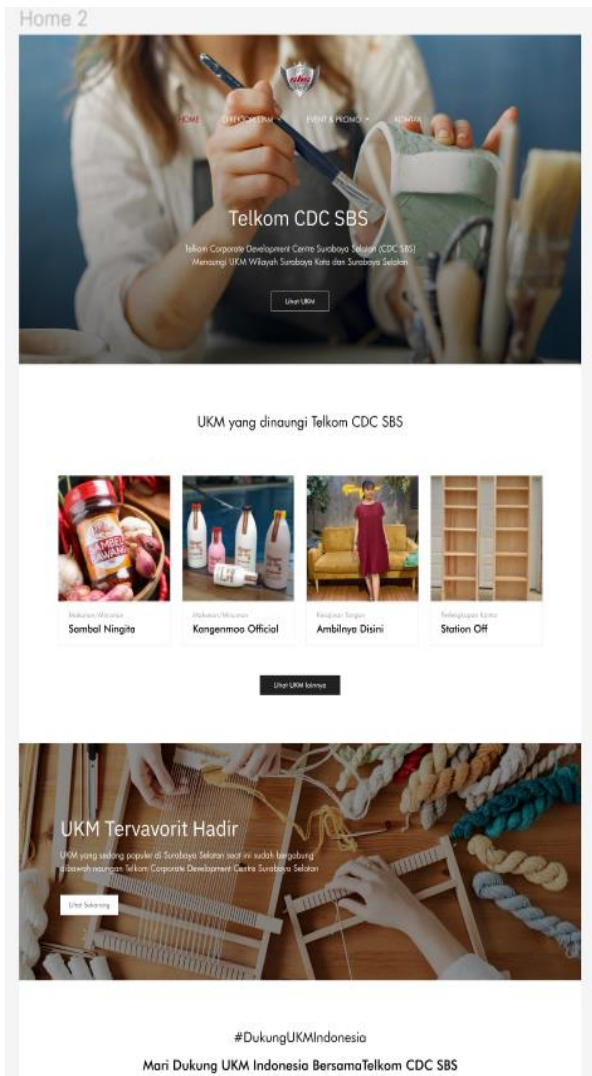


Figure 1.1 Application Development Prototype

In application development, we use premium WordPress templates and plugins from Elementor to make development easier.

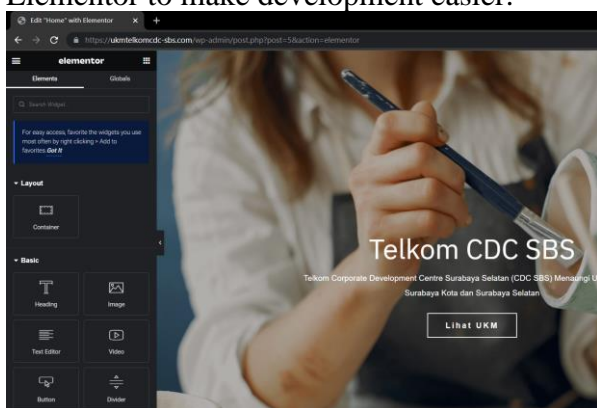


Figure 1.2 Elementor Plugin on the website

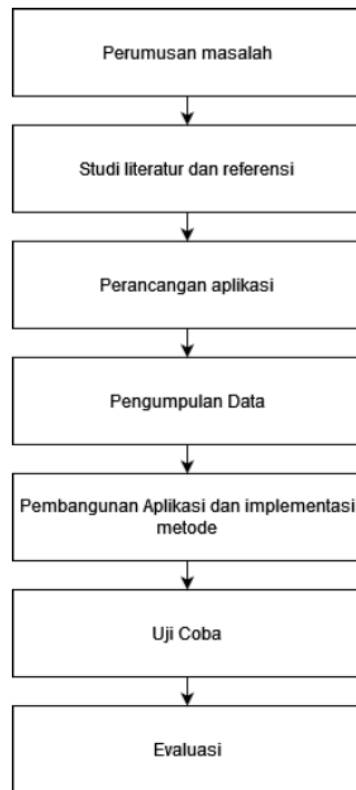
Training and implementation of solutions from the proposing team to MSMEs assisted by CDC Telkom Surabaya can further develop the

operational management of business diversity and maximize potential through digital marketing so that it can increase sources of income and can further expand the market. The parties involved are explained at several stages in creating the community service website this time which can be seen as follows:

Pihak yang terlibat	Peran serta
Telkom Community Development Center	Mitra bergerak di bidang pengembangan dan pembinaan UMKM yang fokus di area Surabaya dan merupakan komponen penting dalam pelaksanaan program CSR Telkom.
Dosen	Kegiatan ini dilaksanakan oleh tiga dosen dengan keragaman keahlian yang relevan dengan permasalahan yang dikaji dan solusi yang ditawarkan. Selain itu, tim dosen ini juga berperan dalam mengkoordinasikan tim mahasiswa untuk mewujudkan solusi yang ditawarkan.
Mahasiswa	Pelaksanaan kegiatan pengabdian masyarakat untuk solusi yang ditawarkan dapat dibantu oleh tim mahasiswa terkait hal-hal detail pelaksanaan.
Narasumber	Narasumber merupakan Manager Shared Service HC & Finance Witel SBS yang berperan sebagai penasihat serta berperan untuk menjadi narasumber bagi mitra dan pelaksana program pengmas agar mendapatkan informasi

Table 3. Parties involved and their roles

The following are several stages in creating a community service website this time which can be seen in the form of an aus diagram in Figure 1.



## RESULTS AND DISCUSSION

### *Content and Function Development*

In developing website content, we collaborated with partners to obtain data from 43 UKM assisted by Telkom CDC. Data in the form of product photos, product profiles, social media, websites and e-commerce, which are then processed for inclusion on the Telkom CDC UKM directory website (<https://ukmtelkomcdc-sbs.com>).

[illegible]

Figure 1.3 A total of 43 SMEs are included in the directory website

Data from UKM is then processed and uploaded to the directory website by displaying UKM profiles, product profiles, addresses and contacts, social media, websites and e-commerce, according to data obtained from Telkom CDC SBS partners.



Figure 1.4 Product photos, product profiles, social media, websites and SME e-commerce

Then, in developing website functions, we use premium WordPress templates and plugins, namely Elementor, to make it easier to manage content in the website directory.

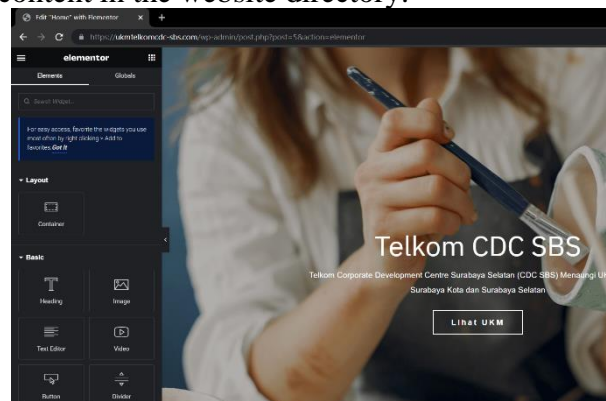


Figure 1.5 Elementor Plugin on the website  
After using the Elementor plugin, photos can be made the same size on the UKM directory page and can display more content on the same page.

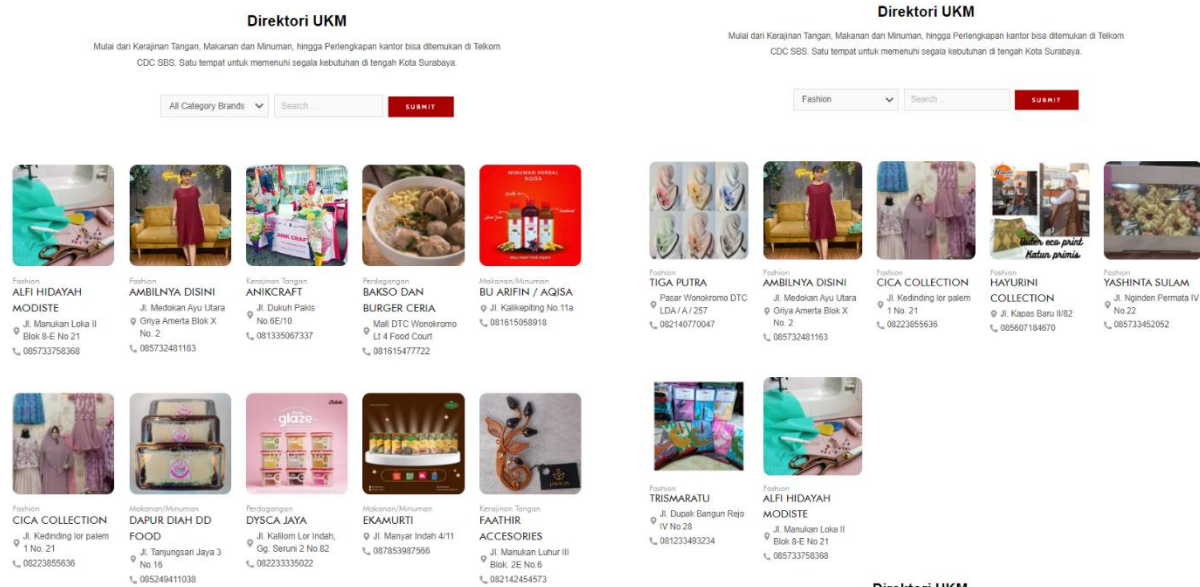


Figure 1.6 Directory display after using Elementor

After all SME profiles, product profiles, addresses and contacts, social media, websites and e-commerce, are in accordance with data obtained from Telkom CDC SBS partners. Then it is classified into several segments, namely fashion, handicrafts, food & beverages and trade.

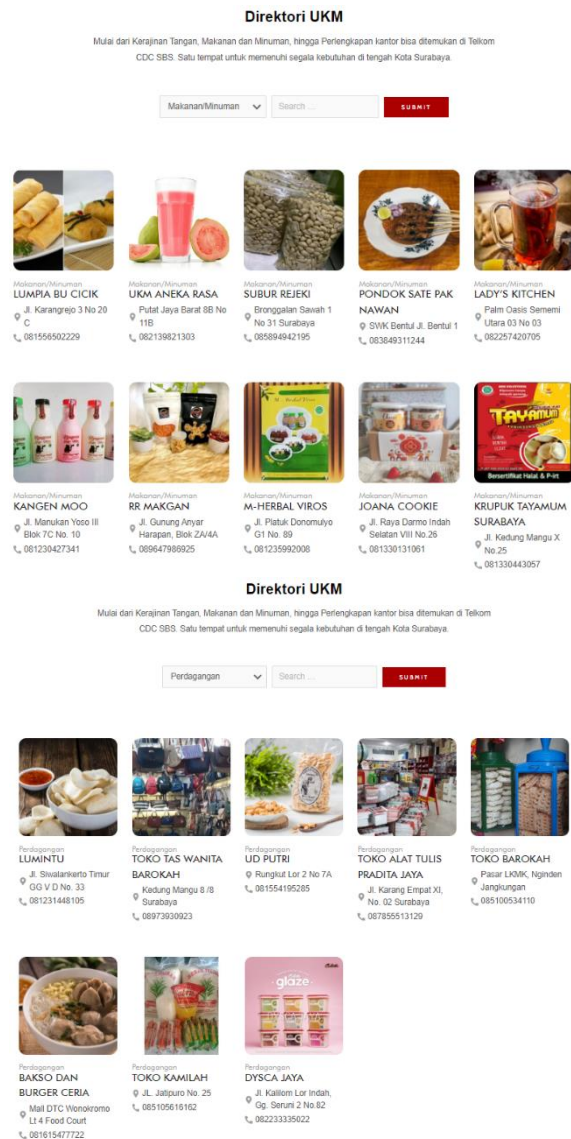


Figure 1.6 Directory classification after using Elementor



Figure 1. FGD with partners



Figure 2. Coordination meeting with the Team



Figure 3. Zoom with the PKM team



Figure 4. Discussion of community service results with partners

## CONCLUSION

It is hoped that this Community Service Program can help develop MSMEs assisted by Telkom Witel SBS, one of which is by creating a digital directory website which contains more detailed and interesting product information as well as sellers' social media and seller contacts who can be contacted.

**SUGGESTION**

It is hoped that this Community Service Program can be implemented continuously every year, so that it is not only focused on one program, but can be developed with other programs that can help the development of MSMEs.

**THANK-YOU NOTE**

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