Counseling on Eradication Strategy Poverty Based on Digital Literacy in Nagrak Village, Buahdua District, Sumedang

Fa'uzobihi [1] , Panji Syafari Yuda [2] , Retno Ramadhina[3]
[123]Fakultas Manajemen Bisnis dan Teknologi, Universitas Pertiwi
Email : 20120022@pertiwi.ac.id

Abstract

Poverty is a state in which a person cannot fulfill their basic needs such as food, clothing, shelter, education, and medical care. Micro, small, and medium enterprises (MSMEs) are business activities that have the ability to increase employment, encourage economic growth, and increase community income. However, in the current digital era, there are still many MSMEs that are still stuttering with technology, which has hampered MSMEs from growing and developing. The purpose of this study was to determine and analyze the extension of digital literacy-based poverty alleviation strategies in Nagrak Village, Buahdua District, Sumedang . This research method uses qualitative methods. The data collection techniques used are interviews, observation, and documentation techniques. By increasing the competitiveness of MSMEs through digital literacy regarding digital marketing techniques, marketplace elements, and MSME branding. It is expected that the growth and development of MSMEs in Nagrak Village can make a significant positive contribution to poverty alleviation.

Keywords: Poverty, MSMEs, Digital Literacy

INTRODUCTION

Welfare Indonesian society is very important for the government President Joko Widodo. Until the end of his term in 2024, the elimination poverty extreme will become one of the strategic programs national which will prioritized by the government . President Joko Widodo on March 4, 2020 asked all ministries , institutions , and governments area work together to achieve per capita income targets people above *1.9 USD* per day by 2024. This is six years earlier from the initial target *Sustainable Development Goals (SDGs)* , which is in 2030. Instructions Presidential Decree Number 4 of 2022 stipulates purpose for deletion poverty extreme by asking for twenty - two ministries , six institutions , and all government area to take steps seriousness that is needed according to the duties, functions , and authorities of each. [1]. Poverty extreme is a condition in which a society cannot fulfill need their basic needs such as food , clean water , care medical , housing, education , and access to information and social services . According to BPS, the community considered extremely poor when monthly expenditure is below Rp 530,251 per month. According to the United Nations Development Program (UNDP), poverty is not just a lack of income or access to source Power production , it's also about how one can be sure continuity their [2]

As we know , poverty in Indonesia continues has been one of the major problems facing this country for a long time. This has happened because this problem has not been found point light or the right solution to overcome it . Although government has done various efforts to reduce level poverty , will but the poverty rate remains high . [3]. Over the years , the problem of handling poverty has become priority national . Overcoming poverty is a shared task , not just the responsibility of the government . Other social problems , such as health , crime , conflict family and social, and education and welfare low society , are some of the impacts from poverty . [4]. Poverty is a state in which a person cannot fulfill their basic needs such as food , clothing , shelter, education and care. medical . (djpb.Kemenkeu.go.id, 2023) . In general , poverty caused by an inability to comply rights base society such as food , health , education , jobs , and infrastructure . In addition, the lack of opportunities to do business , lack of access to information , lack of technology and capital , living expenses , and lack of culture everything causing bargaining position the poor are getting worse bad . [4]

According to (Central Bureau of Statistics, 2024) presentation poor population

in March 2024 experienced decline to 9.03% compared to March 2023 period . The following is Poverty rate graph in Indonesia for the period March 2020-2024 based on data from the Central Statistics Agency (Population & March, 2024) that is :

Figure 1. Data on Indonesia's Poor Population

Based on the image above, in the period of March 2020 the poor population had presentation by 9.78%, then experienced increase in 2021 to 10.14% because in that year is a pandemic period *covid-19* where unemployment increase drastically , then in 2022 the percentage the return experience decline to 9.54% because at this time the Indonesian economy began to stabilize with the start of control the pandemic that occurred , then in 2023 also the percentage poor people return experience decline become by 9.36%, and currently in the period of March 2024 the percentage poor people return experience decline as much as 0.33% compared to the March 2023 period , so it becomes only 9.03%. Although every year it experiences decline will but still the poverty rate in Indonesia remains high .

According to (BPS West Java Province, 2024) presentation the poor population of West Java Province in March 2024 experienced decline to 7.46%. Thus, the number of poor people in West Java Province in March 2024 was 3.89 million resident .

Table 1. Number of Poor People in West Java

Province West Java	Number of Poor People By Regency/City (Thousand People)	
	2023	**2024**
Bogor	453.8	446.8
Sukabumi	178.7	175.9
Cianjur	240.1	239.3
Bandung	245.5	239.9
Garut	260.5	259.3
Tasikmalaya	186.9	186.8
Ciamis	90.8	90.8
Brass	133.9	131.8
Cirebon	249.2	245.9
The Great Plains	138.7	134.6
Sumedang	*111.4*	*108.9*
Indramayu	214.7	212.1
Subang	152.3	152.6
Purwakarta	81.5	81.4
Karawang	187.2	187.8
Bekasi	204.1	204.5
West Bandung	179.4	179.7
The Place	36.7	36
Bogor City	75	73.9
City of Sukabumi	25	24.1
Bandung	102.8	101.1
Cirebon City	29.5	29.2
City of Bekasi	129.4	128.8
City of Depok	62	62.6
City of Cimahi	28.6	27
City of Tasikmalaya	79.4	76.7
City of Banjar	11.7	11.2

Based on the table above shows the number of poor people in the Regency area Sumedang experience decline from 114.4 thousand souls in 2023 to 108.9 thousand souls in 2024. With the existence of decline said , proving that effort government Regency Sumedang in eradicating poverty bear fruit positive even though it is not completely . However, it is still need supervision special and support from various related parties so that the problem of poverty can be overcome .

Micro , Small and Medium Enterprises (MSMEs) are important components that have a very crucial role

that can support growth and development economy a country. MSMEs are one of the source employment and contribute directly to efforts reduce poverty . (Gede et al., 2023) . In Indonesia, MSMEs are one of the components that drive economy national . MSMEs have ability to push growth a more equitable and just economy [10]. To encourage growth economy community in the Regency Sumedang required involvement from various parties, both government area , all layer society , and all other parties who wish to improve quality life society must accelerate development economy community in the Regency Sumedang . Whether it is development economy micro and macro need sustainable and comprehensive development and development . Including improvement sector business micro , small and medium enterprises (MSMEs), increasing quality product , improvement Power competition , and improvement marketing MSME products . (Samsuri et al., 2024)

As an important component in supporting growth economy , MSMEs are also not free from challenge development digital economy that plays an effective role in marketing goods and services . One of solutions that can provide new hope for MSMEs to grow as a force economy is use of marketing strategies based on digital technology . Level of readiness to use technology and methods digitize various business processes , seen from level to level , is determining factor how ready they are to use technology .[10]. To maintain sustainability business and to maintain Power arrest the perpetrators efforts in dealing with challenge from industry outside the region and even from abroad, various products made by industry small and large in the Regency Sumedang must be strengthened . (Samsuri et al., 2024) . The main thing to strengthen products so they can grow and develop in the digital era, namely by preparing self for adaptation to this rapid digital development . Therefore , MSMEs must

be able to think creatively and innovatively in maximizing utilization digital development . *Digital marketing* is technique marketing products and services that utilize technology information as an intermediary . By using social media and *marketplaces* such as *Instagram, Shopee, Facebook,* and others . So, *digital marketing* is one of the promotional activities that can be carried out by MSMEs. The use of social media and *marketplaces* for marketing goods and services by MSMEs has proven effective in changing attitudes and perceptions targeted consumers . However, in the field , MSMEs face several obstacles in *digital marketing* , such as limitations understanding source Power humans in this sector . (Gede et al., 2023) .

Nagrak Village is located in the District Buahdua , Regency Sumedang is one of the the village that experienced challenge Where there are many Micro , Small and Medium Enterprises (MSMEs) that produce product quality but have difficulty adapting to progress this rapid digital development . Therefore , in this study, researchers aims to research effort to overcome poverty is carried out by all interested parties starting from government regions , communities , and also students in realizing alleviation poverty . Based on the description above then researcher will conduct research with the title **" Extension of Strategies for Eradication of Poverty Based on Digital Literacy in Nagrak Village Subdistrict Fruittwo "**

IMPLEMENTATION METHOD

This research method uses the method qualitative . Qualitative methods that is methods used to research natural objects with triangulation become technique collection data (observation , interviews and documentation). (Sugiyono , 2023:9)

analysis used in the study is the Miles and Huberman Model. At the time of the interview , the researcher had conducted an analysis to interviewee 's answers . Miles and

Huberman (1984), stated that the process of qualitative data analysis carried out interactively and continuously continuously until the data becomes saturated . This process includes *data collection, data condensation, data display, and verification* (Sugiyono , 2023:132) .

1. Collection (*Data Collection*)
   Researchers collect data by observing and following activities carried out , interviewing source person related , and request data that has been prepared by the Village Service Section Head and Puskesos (Social Welfare Center) Cadre/ Village Facilitator .

2. Data Reduction
   Researchers sorted data that could be formed into tables and that could be narrated .

3. Data Presentation (*Data Display*)
   Researcher presenting data using text that is narrative plus charts and tables .
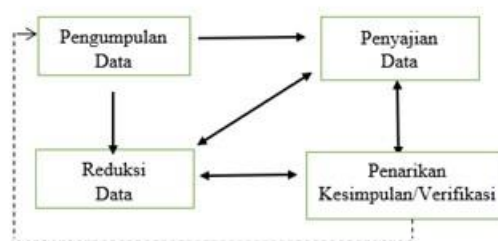
4. Conclusion

The conclusion in this study is used to see the counseling of the alleviation strategy poverty that has done has been optimized.

Figure 1Research Flow

RESULTS AND DISCUSSION

The following is a description and explanation of the population data that has been obtained from the following Village Service Section :

Table 2. Population by Gender

No	Jenis Kelamin	Jumlah (Jiwa)
1	Laki-Laki	1126
2	Perempuan	1089
Total Jumlah Penduduk		2215

Population of Nagrak Village July 2024 period shows the population various sex man as many as 1126 people and for residents various sex Woman totaling 1089 people . So that the total population of Nagrak Village that is as many as 2215 people . In addition, population data is also grouped based on type the following jobs :

No.	Type of work	Number (of Souls)
1	Housewife	603
2	Students	428
3	Not/Not Working Yet	363
4	Self-employed	331
5	Employee Private	147
6	Farmer	138
7	Laborer	72
8	civil servant	55
9	Retired	33
10	TNI- Polri	10
	Total Population	2215

Table 3. Population Based on Type of Employment

Based on the data above, it can be concluded that that type work of the total population of Nagrak Village if ranked from the most namely housewives , students , not/not yet working , self -employed , employees private sector , farmers , laborers , civil servants, retirees , and TNI- Polri . Then, the following also contains data on the number of family cards category poor residents in Nagrak Village , namely :

Citizens Association	Pillars Neighbor	Number of Families	Number per RW
1	1	59	142
	2	43	
	3	40	
2	4	60	215
	5	44	
	6	53	
	7	58	
3	8	40	87
	9	47	
4	10	40	133
	11	40	

Citizens Association	Pillars Neighbor	Number of Families	Number per RW
	12	53	
5	13	26	104
	14	16	
	15	35	
	16	27	
6	17	25	179
	18	25	
	19	30	
	20	24	
	21	27	
	22	32	
	23	16	
Total Number of Families			860

Table 4. Number of Family Cards

Based on the data above, the total amount family in Nagrak Village as many as 860, while the number of families poor people from the total totaling 150. And the following is the program carried out researchers in Nagrak Village :

1. Social Assistance Program
   - Rice Aid

     Assistance program This rice is intended for to poor families who have registered in Integrated Data Social Welfare (DTKS). Assistance the rice obtained as much as 10 kg and given once a month . Then, for the distribution process usually was held at the Nagrak Village Badminton Sports Hall . For recipients benefit help rice in Nagrak Village amount to as many as 274 people.

Figure 2. Distribution of Rice Aid

   - Village Fund Direct Cash Assistance (BLT DD)

     Village Fund Direct Cash Assistance (BLT DD) program is aimed at to poor families who have not received social assistance at all will but has registered in Integrated Data Social Welfare (DTKS . Assistance received in the form of money amounting to Rp . 300,000 and given once a month .

Then for the distribution process usually carried out at the Nagrak Village Office . For recipients BLT DD in Nagrak Village amount to as many as 32 people.

Figure 3. Division BLT DD

2. Visit of Micro , Small and Medium Enterprises (MSMEs)
   - *Virgin Coconut Oil (VCO)* MSMEs
      This business was founded Because abundance source Power natural in the form of coconut old that are not utilized by others. This MSME is constrained in marketing products . Starting from *branding* branding , packaging , and *digital marketing.*

Figure 4. Coconut Peeling Process

   - Knitting UMKM

This business is business a family that is already independent and has own convection and also has several workers as tailors . Convection This knitting makes various type knitted clothing models . This UMKM is constrained in marketing products . Starting from giving own brand , *branding* brands , and *digital marketing.*

Figure 5. Knitting Convection Sewing Results

   - Banana Sale UMKM
      This business is business a family that has been independent and established for quite a long time and has several workers to help with the production process that comes from from family . This UMKM is constrained in marketing products and also the production process . Starting from difficulty material standard , *branding* branding , packaging , and *digital marketing.*

Figure 6. Banana Drying Process

3. Counseling on Eradication Strategy Poverty

   The following are the results of poverty strategy counseling in Nagrak Village , District Buahdua , Sumedang as follows:

   • Holding a seminar with the theme " Strategy Innovative in Improving Village Potential and Community Motivation ". This seminar was attended by Village Officials , figures society , citizens , actors Micro , Small and Medium Enterprises (MSMEs), as well as students from Pertiwi University and Widyatama University .

   • Motivation and synergy between residents needed to push success of the eradication program poverty in Nagrak Village . Because without strong motivation and synergy between residents then the programs planned and implemented by the Village Government to eradicate poverty will not running at maximum .

   • The village has Lots potential that is often untapped completely . One of the this potential is the amount products made by quality MSMEs high . One of the how to improve Power competition village is by developing product local that has added value and market their goods through digital media.

   • In the digital era like today, efforts to grow and develop hampered by the number of perpetrator business that is still stuttering to technology . Therefore , to improve Power MSME competitiveness is needed existence digital literacy . In this seminar, it was explained that digital literacy must be provided to understand technique digital marketing , elements *marketplace* , and UMKM *branding* , which means that every UMKM product must have characteristics distinctive , such as shape, color, logo, material , or taste, so that consumers interested . This is done with the hope that the growth and development of MSMEs in Nagrak Village can provide contribution significant positive to alleviation poverty .

Figure 7. Community Service Seminar (PKM)

Figure 8. Leading Village MSME Products

Figure 9. Seminar Participants

CONCLUSION

Based on the research that has been conducted, researchers can conclude that overcoming poverty is a shared task, not just the government's responsibility. Good poverty alleviation programs and strategies will not succeed without the right approach and support from all parties. On the other hand, the right approach and active participation from various parties are not important if they are not based on a planned, gradual, and sustainable program.

Micro, small, and medium enterprises (MSMEs) are business activities that have the ability to increase employment, encourage economic growth, and increase community income. Theoretically, we can see the relationship between MSMEs and poverty alleviation through economic growth trends and labor absorption. However, in the digital era, MSMEs face several obstacles in *digital marketing,* namely the limited understanding of human resources and Nagrak Village experienced this case.

To overcome this case, a seminar was held with the theme "Innovative Strategies in Increasing Village Potential and Community Motivation". In this seminar, it was explained that digital literacy must be provided to understand digital marketing techniques, *marketplace elements* , and UMKM *branding* . This is done with the hope that the growth and development of UMKM in Nagrak Village can provide contribution significant positive to alleviation poverty .

SUGGESTION

This study examines the counseling of poverty alleviation strategies based on digital literacy qualitatively. Based on the research that has been conducted, the researcher outlines several suggestions as follows:

1. For Village Government
   a. It is better to always create a planned , gradual and sustainable program .
   b. It's best to always stay support development product local that has added value and more aggressive in emphasizing importance literacy especially that is digital literacy for all public .
2. For the perpetrators Micro, small and medium enterprises (MSMEs)
   a. Should increase digital literacy for use increase understanding of *digital marketing* .
   b. Should follow training *branding.*
   c. It's better to be more creative and innovative .
3. For the Community
   be better to further increase motivation and synergy between communities , because without strong motivation and synergy ... then the programs planned and implemented by the Village Government to eradicate poverty will not running at maximum .

BIBLIOGRAPHY

[1] Ustad mangku Alam, "Indonesia Berhasil Turunkan Kemiskinan Ekstrem."
[2] R. Rosdian, S. F. Maddusila, N. M. Yunus, and A. Adfiyanti, "Pendataan Masyarakat Miskin Ekstrim Melalui

Program Padat Karya di Wilayah Irigasi Kecamatan Toili Barat dan Moilong Kabupaten Banggai," *J. Pengabdi. dan Pengemb. Masy. Indones.*, vol. 3, no. 1, pp. 49–53, 2024, doi: 10.56303/jppmi.v3i1.253.

[3] Tria Ratna Dewi, "Kemiskinan di Indonesia yang Tak Kunjung Usai."

[4] H. Hendra, M. Nur, H. Haeril, J. Junaidin, and S. Wahyuli, "Strategi Pemberdayaan Sosial Ekonomi Masyarakat Miskin Pesisir," *J. Intelekt. Keislaman, Sos. dan Sains*, vol. 12, no. 1, pp. 72–80, 2023, doi: 10.19109/intelektualita.v12i1.16880.

[5] djpb.Kemenkeu.go.id, "Kemiskinan Makro dan Mikro."

[6] Badan Pusat statistik, "Persentase Penduduk Miskin Maret 2024 turun menjadi 9,03 persen.," Badan Pusat Statistik.

[7] P. Penduduk and M. Maret, "Prof il Kemiskinan di Indonesia Maret 2024," no. 50, 2024.

[8] BPS Provinsi Jawa Barat, "Profil Kemiskinan di Jawa Barat Maret 2024," no. 43, pp. 1–12, 2024.

[9] I. Gede *et al.*, "Pelatihan Digital Marketing Dalam Upaya Meningkatkan Literasi Digital Umkm Desa Keramas," *BERNAS J. Pengabdi. Kpd. Masy.*, vol. 4, no. 1, pp. 200–205, 2023.

[10] R. Bidasari, B., Sahrir, S., Goso, G., & Hamid, "The Role of Financial Literacy and Digital Literacy in Improving MSME Performance.," *Owner, 7(2), 1635–1645. https://doi.org/10.33395/owner.v7i2.14 04*, 2023.

[11] M. Samsuri, E. E. Rohaeti, and H. Hendriana, "Pemberdayaan Perekonomian Desa Melalui Penguatan Potensi Sumber Daya di Desa Licin Kecamatan Cimalaka Kabupaten Sumedang," pp. 623–635, 2024.