



ASSISTANCE OF BANANA CHIPS MSMES DURING THE COVID-19 PANDEMIC USING ONLINE MARKETING AND BUSINESS LICENSES

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Abstract

The COVID-19 pandemic is still ongoing, the outbreak of this virus does not only hit the health sector and public services, even worse, it has the potential to paralyze various sectors of human life, including the micro, small and medium enterprise (MSME) sector. This phenomenon is also very impactful and felt by MSME actors in Kamurang Village, Cikande District, Serang Regency whose type of business is very dependent on the turnover of money from the sale of merchandise. Partners in this service program are Banana Chips SMEs. This community partnership program aims to provide knowledge in terms of MSME management, innovations related to optimizing online product marketing media in order to maximize marketing or sales, and the process of applying for business licenses in order to obtain a Business Identification Number (ID Number). Micro Small Business Permit (NIB) (IUMK). This is based on issues with administration and usage of online media in terms of marketing identified by MSMEs themselves, as well as the lack of a government-issued company license. As a result of this activity, MSME actors' knowledge and understanding of MSME management increased, as did their use of social media (Instagram and Facebook) and chat apps (Whatsaap) as online marketing tools, as well as their ability to obtain a Business Identification Number (NIB) or Micro Small Business License. (IUMK) and product developments, such as flavor and packaging variations, are becoming more diverse. By using a positive approach in the form of a participatory, reflective and innovative approach, banana chips SMEs are expected to be able to compete with other types of businesses.

Keywords: Covid-19 Pandemic, MSME, Marketing, Business License

INTRODUCTION

In the case of the Covid-19 pandemic situation that occurred approximately two years ago, which resulted in the general sluggishness of the national economy, many companies, from small to large, have stagnated and even stopped their activities, and this is also felt by the Micro, Small and Medium Enterprises. medium-sized (MSME).

The following is the definition of MSMEs based on Law Number 20 of 2008: (1) Micro Enterprises. The Micro Business group's requirements are productive enterprises owned by people and/or individual business entities that match the Micro Enterprises criteria set forth in this law. (2) Small Enterprises. A productive economic business that stands alone, carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly by medium or large businesses that meet the criteria, is defined as a small business that meets the criteria. The term "small business" is used in this law. (3) Small and medium-sized businesses. Medium Enterprises are defined as self-contained, productive economic businesses operated by individuals, small business entities, or large businesses with a total net worth or yearly sales profits as defined by this law. (4) Micro, Small, Medium, and Large Enterprises

are Micro, Small, Medium, and large enterprises that conduct economic operations in Indonesia and are based in Indonesia.

Not just in poor nations, but also in industrialized countries, micro, small, and medium companies (MSMEs) play a critical role in economic growth and development. MSMEs in Indonesia are projected to continue to play a key role in absorbing workers and reducing unemployment.

MSMEs have a vital role in the Indonesian economy, according to Rudjito (2003), both in terms of the number of firms and the production of jobs. As a result, it can be argued that MSMEs play a vital role in improving Indonesia's economic strength.

MSME assistance programs are needed for a variety of reasons, including business development and government business licenses, particularly those related to the use of information technology, such as online product marketing media, with one of the goals being to maximize the marketing of the products made. According to Tambunan in Yesi Elsandra (2013), MSMEs have a number of challenges, including access to financing and marketing strategies, particularly marketing communications, and the ability to employ technology.

The rapid development of information and communication technology, often known as ICT, and the internet, according to Fensel in Jaidan Jauhari (2010), has invaded various spheres of life, including commerce and trade. Marketing and sales procedures may now be carried out at any time, regardless of location or time, thanks to the internet and ICT (Jinling and Quaddus, in Jaidan Jauhari, 2010). This initiative also serves as a tool to boost people's purchasing power. MSMEs are particularly important in driving the national economy because their business operations include practically all business disciplines, and MSMEs make a significant contribution to boosting income for low-income groups.

Furthermore, both the government and the community must pay close attention to the development of MSMEs so that they can compete more effectively with other economic actors. Government policies should be made more friendly to the growth and development of MSMEs in the future. MSME support through innovation and business empowerment initiatives, according to Idah & Pinilih in Encep Saefullah et al (2021), must pay attention to social and cultural issues in each location, given that Micro, Small, and Medium Enterprises in general grow directly from the community. In addition to fostering mutually beneficial commercial collaborations between large and small businesses and enhancing the quality of human resources in terms of management, the government must expand its role in empowering MSMEs.

Due to the impact of the Covid-19 pandemic, many businesses, micro, small and medium enterprises (MSMEs) in Kamurang Village, Cikande Subdistrict, are having difficulty managing their businesses because they are hampered and may even go out of business. Therefore, it is critical to prepare several strategies for dealing with the current situation and survive. The target market is one of the reasons for the drop in sales. MSME actors must adapt to their target market accordingly. The target market for the products supplied in the past was the surrounding environment; but, in the current situation, the target market may change owing to a variety of factors, including reduced purchasing

power, layoff victims, and so on. The solution to this problem is to use digital marketing as a tool in a strong marketing strategy, such as employing messaging apps like WhatsApp or social media sites like Instagram or Facebook. Of course, improving product photographs and content in digital marketing is required to promote digital marketing (Encep Saefullah et al, 2020). Of course, the importance of focusing on health procedures must also be met in order to build consumer trust. The products produced must meet the primary requirements for safety and health. For instance, by putting on gloves, and so on. Consumers must have confidence in the packaging that they are not infected with the virus. A considerable focus is also on product delivery. This will pertain to product safety and security in order to alleviate consumer concerns about current products, particularly chips that are susceptible to damage.

Apart from marketing, the next most important factor is the granting of business licenses in the form of a Business Identification Number (NIB) or a Micro Small Business License (IUMK) as part of the business legality principle, which will make it easier for MSME actors to conduct their business processes.

METHOD AND PROCEDURES

This community service will be carried out in Kamurang Village, Cikande District, Serang Regency, Banten Province, from July to August 2021. This community service activity's implementation technique is as follows:

a. Conceptual

This method aims to improve the quality of partner human resources in terms of good and correct MSME management, namely knowledge of concepts, systematics, procedures, or techniques for MSME management, business innovations and their development, particularly online marketing innovations and strategies in the face of current business competition. Encep Saefullah, SH, MM, Encep Saefullah, SH, MM, Encep Saefullah, SH, MM, Encep Saefullah, SH, MM, Encep Saefullah, SH, MM, Encep Saefullah, SH, MM, Encep Saefullah, SH, MM, Bina Bangsa

b. Practice

This method is implemented by providing training, practice and applying for a business license through the Online Single Submission (OSS) system to obtain a Business Identification Number (NIB) or a Micro Small Business License (IUMK) including the creation of an official business logo and banner.

c. Reflective

This method aims to evaluate the activities that have been carried out and ensure the sustainability and sustainability of the community service program (PKM).

d. Participatory

Namely by mobilizing and involving partner members in every activity that takes place, both training activities, counseling and other activities, so that activities can run well and in accordance with their objectives.

e. Program Implementation Evaluation

Program evaluation with partners, to identify deficiencies in program implementation so that further improvements can be made. Monitoring the sustainability of the program, is carried out to provide assistance to the community in the sustainability of the program. The evaluation steps carried out include activities such as: observations, questionnaires and interviews/discussions.

RESULTS

The results of the implementation of community service activities that took place in Kamurang Village, Cikande District, Serang Regency, Banten Province and were carried out by a team from the Faculty of Economics and Business consisting of:

1. Encep Saefullah, S.H., M.M as Team Leader
2. Anggita Arkin Dwi Pradita and Mula Martogi J Purba as Deputy Team Leaders
3. Bobi Martono, Syifa Fauziah and Rahmawati Aulia as Team Members.



Figure 1

The PKM team with the Cikande sub-district head and the Kamurang village head



Figure 2
Location of Kamurang Village, Cikande District, Serang Regency



Figure 3
One of the Banana Chips SMEs: Official Logo (a) and Banner (b)



Figure 4
MSME Training and Extension Activities

Table 1 Status of Activity Success Achievements

No	Criteria	Indicator of Achievement	Status of Achievement
1	Participation Rate	1. Attendance 100 % 2. Implementation of MSME training and counseling	1. Achieved (the participants were 20 people from 20 distributed invitations) 2. Achieved (implemented MSME training and counseling activities)
2	Level of Understanding	1. Increased understanding of MSME actors in good and correct MSME management 2. Increased understanding of MSME actors about online MSME marketing innovations	1. Achieved (based on the results of the questionnaire) 2. Achieved (based on the results of the questionnaire)
3	Skill Level	1. Increased skills of MSME actors in making flavor variants and product packaging 2. Increased skills of MSME actors in marketing products through social media and chat applications	1. Achieved (based on observations during training) 2. Achieved (based on observations during training)
4	Sustainability	exists and is able to survive during the pandemic and the growing MSMEs of banana chips	is achieved

The outputs of the implementation of community service (PKM) are in the form of final reports, journal articles, products and books. The indicators and status of the outcome of this activity are as follows:

Table 2 Outcomes and Status of Achievements

No	Type of Output	Indicator of Achievement	Status of Achievement
1	Publications in Journals with ISSN	Published Year 2021	Reached submitted on International Journal of Engagement and Empowerment, ISSN 2798-0146 , e-ISSN 2798-0154, https://ije2.esc-id.org/index.php/home .
2	Publication on Books with ISBN	Publish in 2021	Achieved publication in Education and Social Center (ESC) Publishers, published in August 2021.
3	Publication on Online Media	Publish in 2021	Achieved publication on online media https://analisnews.co.id/ , https://bungasbanten.id/ , https://advokasinasional.com/ , https://www.perkasanusantara.id/ , https://www.mitrabantennews.com/ , https://faktual.net/ , https://unibanews.com/ , August 08, 2021 (Training and counseling activities on Law, MSMEs and Appropriate Technology)
4	Products	Available	There Are Achieved (Marketed via social media Instagram and Facebook)
		Available	Achieved (Getting a Business Identification Number (NIB) or Micro Small Business License (IUMK)
		Available	Achieved (Has Official Business Logo and Banner)

CONCLUSION

From the results of the implementation of community service in Kamurang Village, Cikande District, Serang Regency, the following conclusions :

1. The team from Bina Bangsa University, consisting of Lecturers and Students, has carried out training and counselling for banana chip SMEs in Kamurang Village, Cikande District, to provide MSME assistance to increase MSME innovation in terms of online marketing and the process of making Business Identification Numbers. (NIB) or Micro Small Business Permit (IUMK) until the banana chip MSME actors get NIB and IUMK.

2. Banana chip SMEs are businesses that can be relied on, especially during the Covid-19 pandemic and can support the community's economy and have a vital role in economic growth and development in general.
3. The participatory, reflective and innovative approach is a positive approach to foster the community's motivation, understanding and skills, especially the banana chip SMEs players, to compete with other types of businesses

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