



E-COMMERCE TRAINING FOR MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) FOR HEALTH PRODUCT MARKETING

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Abstract

The presence of Micro, Small, and Medium Enterprises (MSMEs) in the Indonesian economy has a significant role and potential in building the national and sectoral economy. This community service aims to assist MSMEs in marketing their health products through e-commerce. E-commerce training is provided to provide an understanding of e-commerce platforms, marketing strategies, and effective product promotion techniques. In this training, participants will be given material on how to create an online store, determine product prices, and evaluate sales results. This training is expected to help MSMEs in increasing the sales of their health products and provide benefits to the community in need of health products.

Keyword: e-commerce, health products

INTRODUCTION

Micro, small, and medium enterprises (MSMEs) play a crucial role in the Indonesian economy. However, one of the challenges faced by MSMEs is the difficulty in effectively marketing their products, especially in the rapidly developing digital era. One way to overcome this challenge is by utilizing e-commerce platforms to market their products [1-3]. However, many MSME players have yet to realize the potential of e-commerce in marketing their products.

On the other hand, health products are essential for maintaining people's health and quality of life. However, many health business players, especially among MSMEs, face difficulties in effectively marketing their health products. Therefore, efforts are needed to help MSME players market their health products through e-commerce platforms [4-6]. Community service with the title "E-commerce Training for Micro, Small, and Medium Enterprises for Health Product Marketing" is an effort to assist MSME players in marketing their health products through e-commerce. This training will provide an understanding of e-commerce platforms, marketing strategies, and effective product promotion techniques. In this training, participants will be given material on how to create an online store, determine product prices, and evaluate sales results.

It is expected that through this training, MSME players will be able to effectively and efficiently utilize the potential of e-commerce in marketing their health products. In addition, it is hoped that it can increase the sales of their health products and provide benefits to people who need those products. The benefits of community service with the title "E-commerce Training for Micro, Small, and Medium Enterprises for Health Product Marketing" are to increase the knowledge and understanding of MSME players in utilizing e-commerce platforms in marketing their health products and to enhance the ability of MSME players in developing online stores and marketing strategies for health products effectively [7-8].

METHODS AND PROCEDURES

The methodology and procedure for the implementation of community service activities entitled "E-commerce Training for Micro, Small, and Medium Enterprises (MSMEs) for Health Product Marketing" are identify the problems faced by the community and then provide solutions with technological developments. The solution offered to the problems faced is the implementation of e-commerce applications in the health sector so that they can provide a forum for product promotion for the community [9-10]. The following flow of service is shown in Figure 1.



Figure 1. flow of community service

RESULTS

The service carried out is implementing e-commerce in increasing the promotion of health products. The health e-commerce application developed is to register umkm so that they can market their products so that umkm can manage the products to be marketed, shown in figure 2. In this application the MSME admin can carry out product management including adding products, editing products, providing product prices, and carrying out Transaction verification is shown in Figure 3[11].

Tabel Daftar Kategori Home / Dashboard v1

CRUD Data kategori

[Input Data kategori Baru](#)

Nama kategori	Action
Obat Tradisional & Jamu	Edit Hapus
Bahan baku basah	Edit Hapus
Bahan baku kering	Edit Hapus
Obat sintetik	Edit Hapus

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Figure 2. product management implementation

Billing Details

The image shows a web form titled "Billing Details". It contains the following fields and values:

- Nama Pengguna:** pengguna biasa
- Alamat Pengiriman:** Karanganyar
- Email Address *:** user@gmail.com
- Nomor Telepon *:** 123123

Figure 3. implementation of transaction management

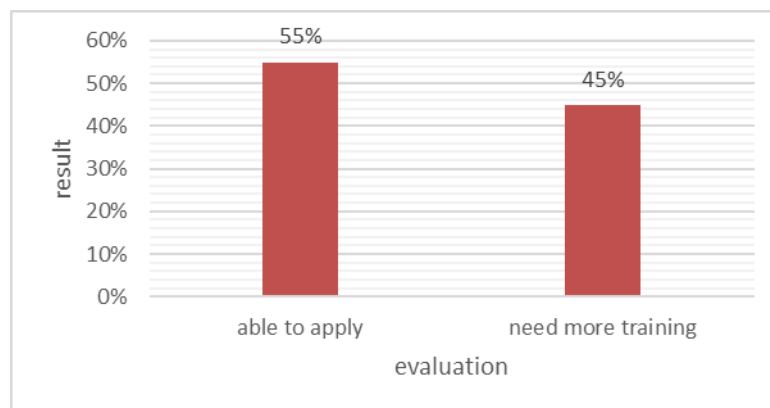
The implementation of this community service includes several steps, namely identification of training locations and targets, preparation of training materials, preparation of e-commerce, implementation of training, evaluation.

1. Identification of location and target training: The community service team will identify the location and target of the training to be conducted. The target of this training is MSMEs engaged in health product and have not utilized e-commerce platforms to market their products in Figure 4.
2. Preparation of training materials: The community service team will prepare training materials that are suitable for the needs and characteristics of the target training. The training materials will include an introduction to e-commerce, online health product marketing strategies, product promotion techniques, online store management, and evaluation of sales results.
3. Preparation of facilities and infrastructure: The community service team will prepare the necessary facilities and infrastructure for the training, such as classrooms, computers, LCD projectors, and internet access.
4. Implementation of training: The training will be conducted over several days using lecture, discussion, Q&A, and hands-on practice in creating an online store and marketing health products online. Participants will be given time to practice and implement the marketing strategies they have learned.
5. Evaluation of training: The community service team will evaluate the training that has been conducted. This evaluation will include an assessment of the quality of the training materials, teaching methods, and the performance of participants in creating online stores and marketing health products online.



Figure 4. implementation of community service

The result of implementing this service is an increase in the knowledge and skills of participants in utilizing e-commerce platforms to market health products online, an increase in the number and turnover of sales of health product trainees, and an increase in public welfare and health, especially for those who need health products produced by the training participants. This can be seen in the graph in Figure 5[12].



Based on the evaluation in accordance with Figure 5, in order to maximize the benefits of this community service implementation, it is important to conduct proper evaluation and follow-up, so that training participants can develop and expand their knowledge and skills in marketing health products online, and can continue to develop mutually beneficial networks for the community, MSMEs, and other stakeholders in the health sector. Figure 5. evaluation of training

CONCLUSION

Based on the implementation of this community service, it can be concluded that the implementation of e-commerce training for micro, small, and medium enterprises (MSMEs) in marketing health products online has the potential to improve skills, knowledge, and sales turnover for the training participants. With this training, MSME players in the health sector can utilize e-commerce platforms as an effective means to market their health products, expand their market, and reach a wider customer base.

ACKNOWLEDGMENTS

Thanks for all Support from All community who have helped and participated in this activity very well and useful for education.

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