



THE ASSISTANCE OF DEVELOPING AN E-COMMERCE MARKETPLACE FOR MICRO, SMALL, AND MEDIUM MELINJO CHIP ENTERPRISES (MSMEs) IN SUKALABA, GUNUNG SARI, SERANG, BANTEN, INDONESIA

Abdul Bahits¹, Aria Cendana Kusuma², Fifin Tia Rohniati³, Lismayada Wardani⁴, Natalia
Sari⁵, Sri Yunita⁶

^{1,2,3,4,5,6}Universitas Bina Bangsa
E-mail: ab.binabangsa@gmail.com¹

Abstract

Sukalaba is a village located in a mountainous area in the Gunungsari District, Serang, Banten. There are micro, small, and medium enterprises (MSMEs) that produce melinjo chips as the source of income of these entrepreneurs. One of the problems faced by these entrepreneurs is dividing the market share only at one distribution point, hence they only produce the chips on certain days, depending on the orders.

Based on the problem mentioned, the authors conclude that the sales were stagnant and there were no significant changes, therefore the ways to increase sales are by increasing product variants and packaging, and utilizing technology in the form of an e-commerce marketplace, so that it has an even higher selling price. Through the utilization of an e-commerce marketplace as an initial step towards changes and developments, melinjo chip business can grow tremendously.

Keywords: MSMEs, Marketplace, E-Commerce

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the spearhead in driving the regional and national economy. Each region, starting at the village up to the district/city, has its own special or superior products. For example, in the village of Sukalaba, Gunung Sari, Serang, Indonesia, there are MSMEs that produce melinjo chips. However, in the production and selling process, they still do it manually in a very traditional way; hence it takes a very long time to produce in a high quantity. From the sales aspect, it is also done in an old-fashion way, because it only relies on door-to-door selling and traditional markets.

From these two aspects, of course, the level of sales has stagnated, not to mention the product variants, brand packaging and so on. By looking at this situation, the author is interested in assisting and helping the melinjo chip MSMEs in turning the products to be more attractive by the packaging, and making e-commerce marketplaces to sell their products better.

Small, Micro and Medium Enterprises (MSMEs)

Micro, small and medium enterprises (MSMEs) are production businesses owned by individuals or business organizations that meet the criteria for micro-enterprises. More specifically, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. This law stipulates that MSME is a type of business, according to the type of business it runs, namely in the form of micro, small and medium enterprises.

Generally, MSMEs classification is done by limiting annual sales, total assets or total wealth, and number of employees. While businesses that are not included are included in the large business group. One of the melinjo chip business actors in Sukalaba village, on behalf of Mrs. Jariah, is classified as an MSME because she does not have business partners to support her business.

E-commerce is an abbreviation of two words, namely electronic and commerce. If interpreted literally, e-commerce is a buying and selling transaction between buyers and sellers electronically. In other words, all forms of trade which include the promotion process, the process of advertising goods, to their distribution to consumers, take place electronically or online. Simply put, e-commerce is a form of trading conducted online using the internet as the main medium. E-commerce can be done via a computer, laptop or smartphone.

Online marketplace, more known as marketplace, which means an online market, is a place where various products are sold, and includes many different shops and sellers. Marketplace is an internet-based (web-based) online media that is used to carry out business activities and transactions between buyers and sellers. For buyers, a marketplace can help them to get suppliers with the maximum desired criteria, so they can get goods according to market prices. As for vendors/suppliers/sellers, the marketplace can help them find companies that need their products or services (Opiida, 2014).

IMPLEMENTATION METHOD

The authors' implementation method is making *socialization on making product packagings and marketplaces*, as well as *teaching the use of a Shopee account* so that MSMEs can easily use it. The authors provide a direct assistance with Mrs. Juriyah as the MSME owner for melinjo chips. The method used in carrying out this mentoring activity is by direct training on creating a marketplace account that will be used, namely Shopee.

IMPLEMENTATION AND DISCUSSION

The results of melinjo chip MSME research in Sukalaba are the authors have helped in assisting, designing, and manufacturing sales labels, attractive packaging, as well as making an e-commerce marketplace (Shopee) for melinjo chip MSMEs in Sukalaba.

The following are the activities carried out by the authors:

1. On Tuesday, July 26th 2023:

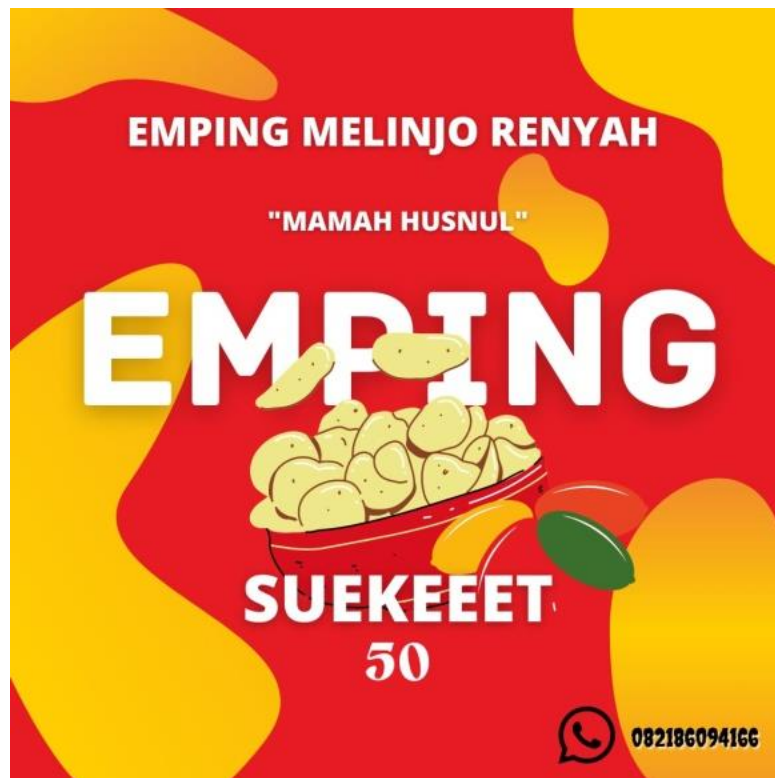
A location survey for melinjo chip MSME owned by Mrs. Jariyah.



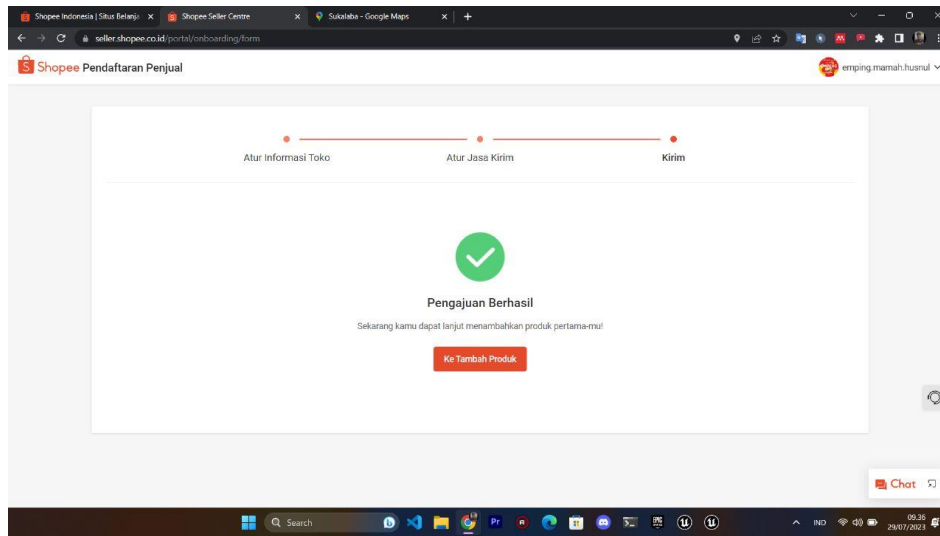
2. On Wednesday, July 27th 2023: Socialization on how to make a a good product packaging and a marketplace.



3. On Wednesday, July 27th 2023: Product logo making by KKM-50 UNIBA.



4. On Friday, July 29th 2023: Shopee account making.



CONCLUSIONS AND RECOMMENDATIONS

From the results of the community service activity entitled "The Assistance of Developing an E-Commerce Marketplace for Micro, Small, and Medium Melinjo Chip Enterprises (MSMEs) in Sukalaba, Gunung Sari, Serang, Banten, Indonesia", It can be concluded that:

1. Melinjo chip MSMEs get a lot of information and education about E-Commerce, and its impact and development for the melinjo chip business in Sukalaba.
2. Melinjo chip MSMEs also get encouragement for developing their products to be more developed and be more well-known by Indonesians.
3. By providing assistance to one of the MSMEs in Sukalaba, namely Mrs. Jariyah melinjo chips, it is hoped that other MSMEs will be motivated to market their products more widely and to take advantage of the existing marketplace, as well as to innovate and to modify their existing products so that their businesses can grow and progress rapidly.
4. By making an e-commerce marketplace with a Shopee account, It will be able to improve the growth of melinjo chip MSMEs to become more widespread, in terms of product marketing, and It will also be able to increase their profits.

REFERENCES

- Alimudin, A. (2015). Strategi pengembangan minat wirausaha melalui proses pembelajaran. *E-Jurnal Manajemen Kinerja*, 1(1), 1-13.
- Budiarto, R., Putero, S. H., Suyatna, H., Astuti, P., Saptoadi, H., Ridwan, M. M., & Susilo, B. (2018). *Pengembangan UMKM antara konseptual dan pengalaman praktis*. Ugm Press.

- Frinces, Z. H. (2010). Pentingnya profesi wirausaha di Indonesia. *Jurnal ekonomi dan pendidikan*, 7(1).
- Irmawati, D. (2011). Pemanfaatan e-commerce dalam dunia bisnis. *Jurnal Ilmiah Orasi Bisnis—ISSN*, 2085(1375), 161-171.
- Maulana, S. M. (2015). Implementasi E-Commerce Sebagai Media Penjualan Online. *Jurnal Administrasi Bisnis*, 29(1).
- Sarfiah, S. N., Atmaja, H. E., & Verawati, D. M. (2019). UMKM sebagai pilar membangun ekonomi bangsa. *Jurnal REP (Riset Ekonomi Pembangunan)*, 4(2), 137-146.
- Suci, Y. R. (2017). Perkembangan UMKM (Usaha mikro kecil dan menengah) di Indonesia. *jurnal ilmiah cano ekonomos*, 6(1), 51-58.
- Widagdo, P. B. (2016). Perkembangan electronic commerce (e-commerce) di Indonesia. *Researchgate Article*.