



UTILIZATION OF AI TECHNOLOGY TO INCREASE PROFITS IN BUSINESS UNITS MANAGED BY DARUL ANWAR FOUNDATION BANTEN

Napisah¹, Ading Sunarto², Aldila Rahma Putri^{3*}

^{1,2,3}Pamulang University, Indonesia

Email: dosen02500@unpam.ac.id¹, dosen02153@unpam.ac.id², dosen02570@unpam.ac.id³

Abstract

Digital technology plays a vital role in various aspects of human life in the era of digitalization. Electronic devices such as the Internet and phones have changed how we interact, learn, work, and do business. In the current era of computers and the Internet, there are many impacts on society, both positive and negative. Rapid development must be halted in today's technological era. (Amalia et al., 2023). Adaptability is crucial for any country, especially as we enter the 5.0 era or the Super Smart Society. In this concept, modern society is expected to rely on modern technology for daily needs the application of AI evidences this. Artificial Intelligence (AI), a subfield of computer science, enables computers to perform tasks similar to human intelligence (Jaya et al., 2018).

Artificial Intelligence (AI) is a technology that enables computers and machines to simulate human learning, understanding, problem-solving, decision-making, creativity, and autonomy. (IBM.com). AI can analyze large amounts of data quickly and accurately. AI can be used in sales to understand consumer behavior patterns, predict market trends, and optimize budget efficiency. For example, AI can help business units reach the right consumer segments so that the costs incurred in promotions do not exceed the planned budget. AI can also be used to perform several tasks in sales, such as answering customer questions using AI in the form of chatbots, which can improve operational efficiency and budget efficiency. Yayasan Darul Anwar Banten's business unit must still utilize AI technology to develop its business. Many factors, such as a lack of knowledge abounded for moreicial intelligence, technical expertise, and access to the necessary resources for implementation, can cause this.

Keywords: AI, Technology, Social Media, Business

INTRODUCTION

In the era of digitalization, digital technology plays a vital role in various aspects of human life. Electronic devices such as the Internet and telephones have changed how we interact, learn, work, and do business. In the current era of computers and the Internet, there are many impacts on society, both positive and negative. One of the positive effects is that it makes searching for information, entertainment, and knowledge more accessible. However, the negative effect is related to children's behavior and manners, precisely their tendency to imitate Western culture, even if they can do so. Children can view images, listen to music, watch videos, play games, and engage in other online and offline activities, enabling them to behave this way. Due to their high curiosity and tendency to imitate what they see and watch, parents must ensure that children are not selective when using technological tools.

In the current technological era, rapid development must be halted. (Amalia et al., 2023). Adaptability is crucial for any country, especially as we enter the 5.0 era or the Super Smart Society. In this concept, modern society is expected to rely on modern technology for daily needs—the

application of AI evidences it. Artificial Intelligence (AI), a subfield of computer science, enables computers to perform tasks similar to human intelligence. Jaya et al. (2018).

Artificial Intelligence (AI), called kecerdasan buatan, is a technology that enables computers and machines to simulate human learning, understanding, problem-solving, decision-making, creativity, and autonomy (IBM.com). AI can analyze large amounts of data quickly and accurately. AI can be used in sales to understand consumer behavior patterns, predict market trends, and optimize budget efficiency. For example, AI can help business units reach the right consumer segments so that the costs incurred in promotions do not exceed the planned budget. AI can also be used to perform several tasks in sales, such as answering customer questions using AI in the form of chatbots, which can improve operational efficiency and budget efficiency.

Currently, Yayasan Darul Anwar Banten's business unit has not yet utilized AI technology in developing its business. This can be caused by many factors, such as a lack of knowledge about artificial intelligence, technical expertise, and access to the resources needed for implementation.

The Darul Anwar Islamic Boarding School Foundation is an Islamic educational institution in Serang, Banten Province. Founded to provide education and training based on Islamic principles, this foundation is committed to shaping a generation of youth with noble character and extensive knowledge. This Islamic boarding school plays a vital role in developing religious education and life skills for students from various backgrounds.

METHOD AND PROCEDURES

The stages and methods carried out in this activity are the committee conducted a survey and interviews with several UMKM under the auspices of the Darul Anwar Islamic Boarding School Foundation to what extent they understand and understand the use of IA technology, the committee suggested this face-to-face activity to increase UMKM knowledge in the use of IA technology that can help develop their business. Before this activity was carried out, the committee had conducted interviews and approaches through the Darul Anwar Islamic Boarding School Foundation team, and from the results of the interview, proposals or input were obtained so that the committee carried out activities in the form of seminars and presentations as provision for UMKM in using AI technology in developing their businesses.

The details of the information of this seminar activity are as follows:

1. Time and Place of Implementation

Day and Ladder Implementation: Sunday, 06 Oktober 2024

Implementation Time: 08.00 a.m. – 11.00 a.m.

Place of Implementation: Darul Anwar Islamic Boarding School Foundation

2. Implementation (Event Arrangement)

The composition of the implementation event is as follows:

Table 1. Event Arrangements

Time Schedule	Schedule	Performer
08.00 – 08.15	Opening	Anggun Anggraini, S.E., M.M.
08.15 – 08.30	Opening Speech	Dr. H. Endang Ruhiyat, S.E., M.M. CSRA., CMA.
08.30 – 08.45	Session 1	Napisha, S.E., M.Ak
08.45 – 09.00	Session 2	Ading Sunarto S.E., M.M.
09.00 – 09.15	Ice Breaking	Anggun Anggraini, S.E., M.M.
09.15 – 09.30	Session 3	Aldila Rahma Putri, S.T., M.B.A.
09.30 – 10.00	Q&A Session	Team
10.00 – 10.15	Games	Team
10.15 – 10.30	Souvenir is Giving	Team
10.30 – 11.00	Closing & Documentation	Anggun Anggraini, S.E., M.M.

RESULTS

The offline seminar on utilizing AI technology to enhance profits in business units managed by Darul Anwar Foundation Banten highlighted practical strategies and tools to optimize operations. Participants were introduced to AI-driven solutions such as predictive analytics for demand forecasting, chatbots for customer service, and automated marketing tools to improve outreach efficiency. Case studies specific to the foundation’s business units demonstrated how AI applications could streamline decision-making and reduce operational costs. The seminar also emphasized the importance of training staff to effectively integrate AI into daily workflows, fostering a tech-savvy organizational culture that aligns with modern business practices.



Figure 1 Opening Ceremony



Figure 1. Session 1



Figure 3 Session 2



Figure 4. Session 3



Figure 5. Q&A Session



Figure 6. Souvenir is Giving



Figure 7. Documentation with all participants

CONCLUSION

From this Community Service activity, it has been demonstrated that AI technology can effectively boost profits in the Darul Anwar Foundation's business units. This initiative is designed to enhance operational efficiency, enable smarter management, and create more effective marketing strategies. The approach includes a structured process starting with a thorough needs assessment to identify areas for improvement, followed by the selection of appropriate AI tools tailored to the business units' specific requirements. Implementation involves training staff to integrate these tools seamlessly into workflows, ensuring smooth adoption. Monitoring and evaluation are conducted to measure progress and refine strategies. When successfully executed, this initiative significantly impacts the business unit's performance, contributing to the foundation's mission of achieving optimal results.

ACKNOWLEDGMENTS

Thank you to the Darul Anwar Foundation for facilitating this event and for giving us the opportunity to share knowledge about the development of AI technology in UMKM under the guidance of the Darul Anwar Banten Foundation.

REFERENCES

- Agrasadya, A., Latif, L., & Sunarto, A. (2024). Increasing Learning Motivation At The Rumah Dhuafa Aulia Foundation To Prepare Superior Human Resources For A Golden Indonesia 2045. *International Journal of Engagement and Empowerment (IJE2)*, 4(1), 131-135.
- Agrasadya, A., Sunarto, A., & Apriansyah, M. (2024). Training Analysis In Improving Employee Competency At PT Vanaya Cendekia South Jakarta. *International Journal of Multidisciplinary Research and Literature*, 3(2), 248-257.

- Agustina, R., & Sari, D. P. (2020). Penerapan Kecerdasan Buatan untuk Meningkatkan Strategi Pemasaran pada UMKM di Indonesia. *Jurnal Teknologi Informasi dan Komunikasi*, 12(3), 215-225.
- Apriansyah, M., Agradadya, A., Sunarto, A., Irawati, L., & Kencana, P. N. (2020). Pengembangan SDM Rumah Sakit Di Tengah Pandemi Covid-19 Pada RS. Medika Bsd. *Dedikasi PKM*, 2(1), 61-67.
- Arifin, Z. (2018). Digital Marketing untuk UMKM: Strategi Efektif dengan Memanfaatkan Media Sosial dan Teknologi AI. Jakarta: Pustaka Utama.
- Dewi, I. K., Sunarto, A., & Atmaja, R. B. (2022). Employee Performance Based On Work Motivation And Work Environment At Pt. Yummy Citrarasa Asia. *Indonesian Journal of Social Research (IJSR)*, 4(1), 32-39.
- Ellesia, N., Sunarto, A., & Mundariyah, S. K. (2022). Employee Performance Based On Leadership and Discipline at CV. Wina Purnama Pamulang South Tangerang. *Indonesian Journal of Contemporary Education*, 4(1), 29-33.
- Fathurrahman, M., & Hakim, L. (2019). Optimalisasi Pemasaran Digital dengan Artificial Intelligence untuk UMKM. *Jurnal Manajemen dan Bisnis Indonesia*, 5(2), 102-113.
- Handayani, W., & Nugroho, A. (2021). Pengaruh Teknologi AI dalam Peningkatan Daya Saing UMKM di Era Digital. *Jurnal Ekonomi dan Bisnis*, 14(1), 56-67.
- Kencana, P. N., Sunarto, A., & Wahidah, N. R. (2024). Introduction Of Digital Entrepreneurship In International High Schools Indonesia Kuala Lumpur (Sikl). *International Journal of Engagement and Empowerment (IJE2)*, 4(1), 48-56.
- Latif, L., Kamaludin, K., & Sunarto, A. (2024). Ketahanan Berwirausaha, Daya Hidup Ukm Dan Keberlangsungan Dalam Menghadapi Persaingan Usaha Untuk Menciptakan Sdm Yang Unggul. *Indonesian Collaboration Journal of Community Services (ICJCS)*, 4(2), 81-89.
- Nurhidayat, M. A., Sunarto, A., Cay, S., & Sartika, D. (2021). Penyuluhan Peningkatan Kualitas Belajar Siswa Dalam Menyongsong Pembelajaran Tatap Muka di Masa Pandemi Dengan Tetap Disiplin Dalam Menerapkan Protokol Kesehatan di Yayasan Pembangunan Masyarakat Sejahtera (YPMS) Darussalam Kedaung Pamulang. *J-ABDI: Jurnal Pengabdian kepada Masyarakat*, 1(7), 1493-1500.
- Santoso, T. (2017). Pemasaran Modern: Memanfaatkan Teknologi AI untuk Meningkatkan Efektivitas Promosi. Bandung: Alfabeta.
- Sartika, D., Cay, S., Sunarto, A., Nurhidayat, M. A., & Sumiaty, R. Y. (2020). Meningkatkan Disiplin Dan Tanggung Jawab Peserta Didik Di Era Revolusi Industri 4.0. *Dedikasi Pkm*, 1(2), 44-49.
- Setiawan, I., & Pratama, A. (2020). Kecerdasan Buatan dan Transformasi Digital UMKM di Indonesia. *Jurnal Teknologi dan Informasi*, 10(4), 230-240.
- Sunarto, A. (2020). Pengembangan Sumber Daya Manusia dengan Berbasis Inovasi Untuk Menghadapi Revolusi Industri 4.0. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 4(2), 397-407.
- Sunarto, A., Krisyanto, E., & Ellesia, N. (2023). Penyuluhan Budaya Menabung Untuk Anak Serta Mengelola Keuangan Sendiri Secara Mandiri Dengan Hemat, Cermat Dan Tepat Pada Peserta Didik Yayasan Lembaga Amil Zakat Nasional Mizan Amanah. *Indonesian Collaboration Journal of Community Services (ICJCS)*, 3(1), 29-41.
- Sunarto, A., Kencana, P. N., & Dumilah, R. (2022). Pelatihan Cerdas Menabung Untuk Siswa Berdaya Empowering Student Entrepreneurs Pada Pkbm Negeri 26 Bintaro. *J-ABDI: Jurnal Pengabdian kepada Masyarakat*, 1(11), 2955-2962.
- Sunarto, A., & Nurlaili, L. (2024). Synergy Of Communication And Occupational Health And Safety: Transformation Of Employee Performance At Pt Labelindo Mas Utama North Jakarta. *International Journal of Multidisciplinary Research and Literature*, 3(5), 539-558.
- Sunarto, A., Riyanto, I., Agradadya, A., & Latif, L. (2024). Pengenalan Dan Pendampingan Kewirausahaan Digital Dasar Bagi Pelaku Ukm Di Kecamatan Tigaraksa Kabupaten Tangerang. *Indonesian Journal of Engagement, Community Services, Empowerment and Development*, 4(1), 118-128.

- Sunarto, A., & Maulana, D. (2021). The Effect of Discipline and Physical Work Environment on Employee Productivity At PT. Liebra Permana Gunung Putri Bogor. *Kontigensi: Jurnal Ilmiah Manajemen*, 9(2), 318-335.
- Sunarto, A., Tanjung, A. W., & Ellesia, N. (2020). Teacher Performance Based on The Visionary Leadership Style of School, Competency and Work Discipline (Study at Muhammadiyah Setiabudi Pamulang College). *Journal of Research in Business, Economics, and Education*, 2(5), 1046-1052.
- Sunarto, A., Tanjung, A. W., & Ellesia, N. (2021, November). The influence of visionary leadership style, competency, and working discipline on teacher performance: A study at Muhammadiyah Setiabudi Pamulang College. In *The 1st International Conference on Research in Social Sciences and Humanities (ICoRSH, 2020)* (pp. 325-336). Atlantis Press.
- Sunarto, A., & Tanjung, A. W. (2022). Job Satisfaction Based On The Work Environment And Work Discipline At PT. Lolc Ventura BSD Branch. *International Journal of Multidisciplinary Research and Literature*, 1(5), 489-499.
- Sunarto, A., Loloan, R. R., & Tanjung, A. W. Employee Performance Based on Leadership and Work Motivation At PT. Astra Credit Companies TB Simatupang. *PINISI Discretion Review*, 5(2), 369-382.
- Sunarto, A., & Ellesia, N. (2023). The Effect Of Work Environment And Work Discipline On Employee Performance At PT. Aqiqah86 South Tangerang. *International Journal of Multidisciplinary Research and Literature*, 2(2), 219-232.
- Sunarto, A., & Latif, L. (2024). Analysis Of The Application Of Work Discipline And Work Motivation In Improving The Performance Of Non-Asn Employees In The Cleaning Section At The Center For State Civil Staff Development In Bogor. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 4(1), 95-110.
- Tanjung, A. W., & Sunarto, A. (2023). The Effect Of Work Ethics And Work Discipline On Employee Performance At The Office Of The Ministry Of Religion Division Of Hajj And Umroh South Tangerang City. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 3(1), 63-75.
- Wicaksono, B., & Puspitasari, R. (2019). Implementasi AI dalam Pembuatan Konten Kreatif untuk Pemasaran Produk UMKM. *Jurnal Komunikasi dan Informasi*, 7(3), 178-189.