



TRAINING ON ENTREPRENEURSHIP SKILLS IN MARKETING PRODUCTS FOR STUDENTS AND ONLINE-BASED MSMEs

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Abstract

Along with the development of technology and business trends that are constantly changing, an entrepreneur must keep moving and be able to adapt quickly to remain competitive and survive in an increasingly competitive market. Creativity and innovation are important keys to making the most of information technology in business. Utilization of information technology and social media can help entrepreneurs improve business efficiency and effectiveness, expand market reach, increase consumer involvement, and speed up the transaction process. Therefore, entrepreneurs need to learn and understand how to use information technology and social media properly and effectively in their business.

Community service activities that focus on product marketing training through social media are very important activities to help entrepreneurs increase sales of their products. In today's digital era, marketing through social media is becoming increasingly important because many consumers actively use social media as a means to find and buy products. Through this training activity, participants are expected to be able to understand the concept of entrepreneurship and digital marketing in depth, and be able to optimize the use of social media to increase sales of their products. By understanding the characteristics of a good entrepreneur, participants will be able to increase creativity and innovation in developing their products.

Keywords: Training, Entrepreneurship, Marketing, Products, Online

INTRODUCTION

Environmental conditions that are increasingly dynamic and modern encourage MSME entrepreneurs to continue to follow and adapt to the changes that occur. In business, changes can occur from various factors, such as technological changes, market changes, policy changes, and changes in people's lifestyles. (Ratiah et al., 2021). Micro, Small and Medium Enterprises (MSMEs) have an important role in economic growth and equitable distribution of development results. MSMEs in Indonesia contribute around 60% of GDP and create around 97% of employment in the private sector (Said & Azhar, 2021). Significant MSME growth can have a positive impact on the economy, such as increasing people's income and welfare, reducing the unemployment rate, as well as increasing tax contributions and infrastructure development.

In business management, MSMEs often face various obstacles and challenges, especially in dealing with unfavorable environmental changes. Several environmental factors that can affect MSME business include changes in consumer tastes and preferences, increasingly fierce competition, and changes in regional or national economic conditions. (Siagian, 2018).

Most MSMEs in Indonesia face obstacles in increasing productivity and product quality, mainly due to limited resources and access to modern technology. In addition, the MSME sector in Indonesia is still dominated by micro-enterprises which have a small and limited production scale, making it difficult to achieve efficiency in production and operations. This is also reflected in the low wage rates in the MSME sector, most of which are below the minimum wage. Even though MSMEs provide significant employment opportunities for Indonesian people, their contribution to domestic production is still relatively small, especially when compared to other sectors that are larger and more efficient (Agustina, 2015).

The term entrepreneur refers more to the characteristics of someone who has the ability and skills to start, develop and manage a business venture. (Irawati & Sudarsono, 2018). Entrepreneurship through online provides convenience in terms of time and place flexibility that can be accessed by anyone. This allows one to run a business from home or from anywhere with internet access. In addition, by utilizing online stores, operational costs can be reduced, thereby increasing profit margins. In running an online business, digital marketing skills and online sales are also the key to success in marketing products (Yulhendri & Irawan, 2015). Technology can be a very useful tool in business development. However, it is important to remember that using technology also requires the right understanding and skills to be able to use it effectively.

Mastery of marketing in online media is one of the efforts made by the government to encourage the development of MSMEs in Indonesia. In the digital era like now, marketing in online media is very important to increase the visibility and competitiveness of MSME products. In this case, the government provides various training and support programs to help MSME business actors improve their ability to market products online (Liana et al., 2021). So far, MSMEs have proven their ability to survive in difficult economic situations. This can be an obstacle in developing the MSME business to a greater level. Along with technological developments and easier access to global markets, the government and financial institutions need to pay special attention to the development of MSMEs by providing easier and cheaper access to financial and banking services. Kristiyanti and Rahmasari (2015) show that MSMEs have the potential to continue to survive and thrive in the midst of a global crisis if they can manage risks well and take the opportunities that arise. The government can provide support and facilitation for MSMEs to be able to adapt and continue to develop amidst global changes and crises. This statement is also supported by Dahlan (2017) who stipulates that it is better to check this information again because the statement may be too general and not entirely true. MSMEs can be affected by environmental and global changes, depending on the type of business and industry they run. Even so, MSMEs that are resilient and have the right business strategy can survive and even grow in the face of these changes.

Entrepreneurship training using technology to increase knowledge about how to market products using technology is the right step to overcome marketing constraints faced by new MSMEs. By utilizing technology, MSMEs can expand their marketing reach and introduce their products to more people,

without being limited by location or time. This training can include learning about website creation, using social media for marketing, search engine optimization, and so on. In this training, participants can also learn how to create interesting and relevant content to attract potential consumers.

Social capital can also be interpreted as strengths and resources that come from social relationships and networks between individuals or groups that exist in a society. Social capital can include shared norms, values and beliefs that enable harmonious, trusting and mutually supportive social interactions to be created. (Mas'adah et al., 2021). Therefore, social capital has an important role in shaping success in various fields, including in the world of business and entrepreneurship. With strong social capital, business people and entrepreneurs can take advantage of their social network to expand markets, improve product and service quality, and overcome various obstacles encountered in developing a business.

Solutions and Targets

The solutions given to the problems faced look good and are well structured to deal with the problems faced in marketing MSME products. By providing training modules that contain guidelines on how to market products, MSME actors can learn systematically and in a focused manner. In addition, by providing ways to overcome problems in marketing products through social media, MSME actors can use technology to promote their products effectively. Practical training to support product marketing is also the right step to strengthen the understanding and skills of MSME actors.

Assistance is also important in helping MSME actors carry out the stages of digital product marketing. With assistance, MSME actors can get guidance and support in overcoming problems and difficulties that may occur during the digital product marketing process. In measuring the results of training and mentoring, the posttest is a good way to evaluate the understanding and skills that have been acquired by MSME actors. With the posttest, MSME actors can find out how far their understanding and skills have developed after participating in training and mentoring.

IMPLEMENTATION METHOD



Registrasi Pelatihan Kemampuan Berwirausaha

Pendataan Peserta Pelatihan

Nama Peserta:
Short-answer text

Perguruan Tinggi:
Long-answer text

Figure 1 Participant Registration in Training Activities in Google Form

Community service activities carried out by a team of inter-university collaborative speakers to provide services that meet the needs of micro, small and medium enterprises (MSMEs) free of charge are a very beneficial form of community service. The intended target audience is students and the general public who want to start or develop their MSME business. This activity will be held on January 26-28 2023. In this activity, a team of speakers will provide training and assistance to participants in developing their MSME businesses, especially in terms of digital product marketing. In addition, the speaker team will also provide guidance on how to overcome problems in product marketing through social media and provide practices to support digital product marketing. The results of the training and mentoring will be measured through a posttest which is conducted after the training takes place.

The method used for this approach to community service activities is service and assistance to meet the needs of micro, small and medium enterprises (MSMEs) in terms of marketing training using digital technology. Training and guidance activities will be carried out online through zoom meetings, where participants will be given materials and guidelines on how to market products digitally. In addition, there will be discussions and hands-on practice to help participants understand and apply these marketing techniques. The aim is to assist MSMEs in increasing their knowledge and skills in marketing their products digitally, so as to increase market share and business profits. This method is carried out using theory and practice-based methods, the implementation is attended by approximately 100 participants aged 20-40 years and is carried out using 4 stages:

1. Preparation Stage

Before entering the training implementation stage, some preparations must be made, including:

- a. In the early stages before the activities were carried out, Team Members conducted a general survey about entrepreneurship for students.
- b. The survey results of the team members were brought together in preparation for the activities to be carried out.
- c. The Team Leader submits the formulation of an entrepreneurship training activity plan
- d. Prepare the space and equipment needed

2. Implementation Stage

Digital marketing training, using social media, and copywriting are very important trainings to increase product sales in the digital era. In this training, participants will learn various strategies and techniques in digital marketing, including how to use social media to promote products effectively, as well as copywriting techniques to create interesting and persuasive content for potential customers. It is hoped that through this training, participants will have sufficient knowledge and skills to develop their business and increase product sales significantly.

3. Evaluation Stage

Questions and answers and questionnaires are indeed a good way to evaluate participants' understanding of the training provided. In addition, feedback from participants can also be used as

evaluation material to find out the strengths and weaknesses of the training. A good evaluation will help the service team to make improvements or adjustments in the next training.

4. Reporting Stage

In the final stage, a service activity report was prepared regarding MSME Training with the title Entrepreneurial ability training in marketing products for students and the public based online.



Figure 2 Community Service Team in Training via Zoom Meeting

Entrepreneurial skills training in marketing products digitally is very important to help MSMEs increase product sales and take advantage of the potential of the large digital market. With digital marketing training, using social media, and copy writing, it is hoped that participants will be able to acquire the knowledge and skills needed to market products effectively through digital media. In the evaluation of the training, it is hoped that participants will be able to see an increase in understanding of the training material and be able to apply it in their respective businesses.

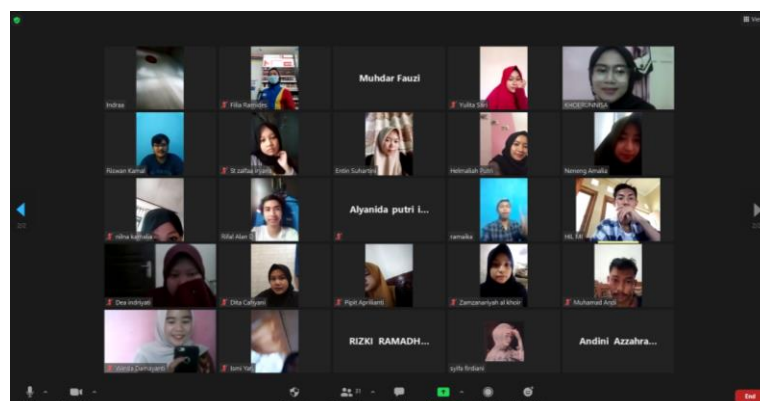


Figure 3 Training Activities via Zoom Meeting

DISCUSSION OF SERVICE IMPLEMENTATION

This activity was carried out through a virtual Zoom Meeting Media meeting. This non-profit activity focuses on network marketing practices as it is supported by the Network Marketing for Beginners module developed by the Network Marketing for Beginners service team. This module consists of 4 main points, namely how internet marketing works, strategies for attracting customers, online marketing through social media.

Online-based entrepreneurship training can be the right solution to help MSMEs in dealing with current problems. By leveraging digitization and digital tools, MSMEs can improve their business efficiency and effectiveness, as well as expand their market reach. In addition, by understanding consumer behavior and using the right marketing strategy, MSMEs can increase their competitiveness in an increasingly competitive market.

So this training can be an opportunity for them to learn more about entrepreneurship and how to market products online. In addition, with hands-on online marketing practices, participants can gain hands-on experience in entrepreneurship in the digital age and improve their skills in terms of marketing and sales. It is hoped that after attending this training, participants will be able to develop their business more effectively and efficiently through social media and other online platforms.

In the training activities, participants were also given an understanding of the importance of understanding consumer behavior in the digital era, so as to increase marketing effectiveness. In understanding consumer behavior, participants are also taught to conduct research and analysis of the desired target market in order to be able to choose the right digital platform and develop marketing strategies that are in accordance with the characteristics of the target market. Participants were also given an understanding of the importance of monitoring and measuring the success of online marketing, so that they can find out what is going well and what needs to be improved or improved to achieve the desired goals.

Monitoring and evaluation is important in evaluating the effectiveness of training activities. In addition, monitoring is also important to find out whether the training participants have applied what they have learned in the training and have benefited from the training. Evaluation results can be the basis for improving training programs and developing subsequent training programs. In this way, the training can be continuously improved so that it can provide greater benefits to the participants and the community in general.

Solutions from the Implementation of Community Service Activities

Survival strategies for MSMEs in the form of writing electronic commerce, digital marketing, improving product quality and adding services and establishing and optimizing customer marketing relationships (Pasaribu, 2020). Monitoring and evaluation is an important step to find out how effective the training activities are and whether the participants have applied the skills they have acquired. Evaluation results can be valuable feedback for training providers to improve training programs and create better programs in the future. It can also help improve the skills and competence of the

participants, which in turn can have a positive impact on the welfare and development of society as a whole.

Marketing plays a very important role in the success of a business. And with the existence of information technology, electronic marketing has become an important factor in the marketing strategy of a business. Through electronic marketing, companies can utilize technology to achieve their marketing objectives more effectively and efficiently. For example, through the use of social media, companies can develop relationships with customers and expand their marketing reach at a lower cost compared to traditional marketing. Electronic marketing technology also allows companies to modify their marketing strategies quickly and responsively to changing market and consumer trends.

Online marketing provides significant advantages for companies in terms of cost savings, flexibility and better scalability. Companies can save costs in terms of promotion costs, distribution costs, advertising costs, and other costs. Flexibility in online marketing also allows companies to easily change their marketing strategies and tactics according to market changes and industry trends. Additionally, better measurability allows companies to more effectively monitor and measure the performance of their marketing campaigns, which in turn can help increase the effectiveness and efficiency of future marketing campaigns. Therefore, electronic marketing is becoming increasingly important in the company's marketing strategy in today's digital era.

In this service activity, the Abdimas team can also provide assistance in optimizing the use of other digital platforms such as Facebook, Twitter and LinkedIn to promote products and services. An effective digital marketing strategy also involves using creative and quality content, such as blog articles, infographics, and video tutorials, which can be shared through various social media platforms. Through the assistance and training provided by the Abdimas team, it is hoped that business actors will be able to expand market reach and significantly increase sales of their products and services. In addition, optimal utilization of digital platforms can also help businesses face increasingly fierce competition in this digital era.

Factors that support the implementation of community service

Taking into account these supporting and inhibiting factors, a number of things should be done in further community service activities in order to increase the effectiveness and efficiency of activities, including:

1. Prepare an activity schedule that is more flexible and in accordance with the conditions of the participants in order to minimize obstacles related to time constraints and an unstable internet network.
2. Provide tools or applications that can help solve problems with an unstable internet network, such as a VPN or backup internet access.

3. Provide training materials that are more complete and structured so that participants can optimally address emerging problems.
4. Establish cooperation with institutions or agencies that can assist in providing resources, such as the availability of a stable internet network, provision of tools or applications, as well as quality sources.
5. Provide guidance or consulting services after the training to assist participants in overcoming problems that arise when applying the knowledge gained during the training.

So based on this activity it can be seen that with limited mobility and social interaction, online marketing is becoming increasingly important in promoting products and services. In addition, with increasingly sophisticated technology, online marketing can also be done at a relatively lower cost compared to traditional marketing. This allows small and medium businesses to compete with large companies in terms of product marketing. However, keep in mind that online marketing also has challenges and competition that is no less fierce than traditional marketing, so a mature strategy is needed to win market competition.

CONCLUSION

The community service activities that have been carried out have had a positive impact on increasing the knowledge and skills of participants in dealing with changes in the digitalization era. Apart from that, this activity also provides benefits to the people of Indonesia because more and more students and MSME actors are involved and are known by the community as drivers of change and sustainability of social life. Thus, community service activities that focus on online marketing are expected to continue and be improved so that more people can be assisted in marketing their products and services.

Suggestions for this training are that this activity can increase the benefits of the community service activities that have been carried out. Making an online store can be a continuation of the previous online marketing training, so that participants can immediately implement the knowledge they have acquired and improve their skills in marketing products online. In addition, monitoring of activities that have been carried out is also very important to ensure that the benefits of activities can be sustainable and have a positive impact on participants and the community. Thus, ongoing training and follow-up activities can provide greater benefits to participants and society as a whole.

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