

PKM TRAINING AND BUSINESS DEVELOPMENT AND DIGITAL MARKETING AT MSMEs MITRA RAZZ FOOD SUPPLIER DEPOK WEST JAVA

Syahrudi¹, Abdul Azim Wahbi², Sahrudin³

^{1,2,3} Indraprasta University PGRI, Indonesia

Email: syahrudisaja@gmail.com, abdul.azimwahbi@gmail.com

DOI: <https://doi.org/10.61796/jscs.v1i3.196>

Received: 23-09-2024

Accepted: 26-09-2024

Published: 29-09-2024

Abstract:

General background: MSMEs play a critical role in driving economic growth but often face challenges in financial management and digital marketing, hindering their competitiveness. **Specific background:** Razz Food Supplier Partner MSMEs, like many small enterprises, struggle with low digital literacy, which impacts their ability to manage finances and expand market reach effectively. **Knowledge gap:** Despite the increasing push towards digitalization, there is limited research on the practical application of computerized financial systems and digital marketing platforms in improving the operations of MSMEs, especially in the food supply sector. **Aims:** This community service project aims to enhance the financial management and digital marketing capabilities of Razz Food Supplier Partner MSMEs through the adoption of digital tools for bookkeeping and online marketing platforms. **Results:** The implementation of computerized financial systems significantly improved partners' financial reporting accuracy, minimized the mixing of personal and business funds, and enabled more precise profit calculations. Additionally, the use of digital marketing platforms expanded the market reach of MSMEs, enhancing their visibility and customer engagement. **Novelty:** This research uniquely integrates digital financial systems and marketing strategies tailored specifically to MSMEs in the food sector, providing practical solutions for overcoming the challenges of low digital literacy. **Implications:** The findings suggest that continued support for the digitalization of MSMEs can lead to substantial improvements in their operational efficiency, profitability, and market competitiveness. These insights contribute valuable recommendations for future community service programs aimed at fostering the long-term sustainability and growth of small businesses in the digital era.

Keywords: Digitalization, Finance, MSMEs

INTRODUCTION

Training and business development as well as digital *marketing* for MSME *food suppliers* are very important, especially for business actors who are still managing their businesses less than optimally. Many MSMEs in this sector do not have good management, so their businesses do not run efficiently and are not

able to generate maximum profits (Sari & Kurniawati, 2022). In this training, business actors are invited to identify weaknesses in their business management and are given practical solutions to improve business performance.

One of the main problems often faced by MSME *food suppliers* is the inability to calculate net profit correctly. This often happens because business finances are still mixed with the owner's personal money, making it difficult to separate which is income and which is operational expenses (Fitriyyah et al., 2020). As a result, many business actors do not have a clear picture of the actual profits obtained. In this training, participants will be taught the importance of separating business finance from personal finance and how to make accurate financial records (Hidayatullah et al., 2023). Thus, they can calculate net profit more accurately and make better business decisions.

In addition to financial problems, the lack of understanding of digital *marketing* is also a big challenge for many MSME *food suppliers* (Ardaba Kory & Sanica, 2022). In the digital age, traditional marketing strategies alone are not enough to reach a wider market. Many MSME actors have not taken advantage of the potential of digital marketing, such as social media, e-commerce, or websites, to promote their products. This training provides knowledge on various digital marketing tools and techniques that can help them increase their online presence and attract more customers. Participants were also taught how to create content that was engaging and relevant to their target market.

The right use of digital technology can help MSMEs *food suppliers* optimize their business operations (R et al., 2024). For example, by using inventory management applications or accounting *software*, business actors can more easily track stock of goods and finances, thereby reducing the risk of shortages or excess stock that are detrimental to the business. The training also provides knowledge on how to leverage data and analytics to understand consumer behavior and market trends, so that MSMEs can be more responsive to changing consumer and market needs.

Improving product quality is also the focus of this training. MSME actors are taught how to innovate products in accordance with market demand and emerging trends (Rini & Gunawan, 2020). With better and innovative products, MSME food suppliers can increase the attractiveness of their products in the eyes of consumers, which will ultimately increase sales. These innovations also include more efficient management of raw materials and better production processes, thereby reducing costs and increasing profit margins.

Better business planning is also one of the important points in this training. Many MSME actors run businesses without a clear long-term plan, making it difficult for them to develop their businesses sustainably (Puspitaningtyas, 2017). In this training, participants are taught how to develop

a business plan that includes short-term and long-term goals, marketing strategies, and risk analysis. With careful planning, MSME food suppliers can more easily achieve their targets and anticipate challenges that may arise in the future.

With this comprehensive training, it is hoped that food supplier MSMEs can improve their business management, separate personal finance from business, and implement digital marketing effectively. Business actors who take part in this training will be better prepared to face competition in the market with better business strategies, neater financial management, and product innovations that suit consumer needs. This is expected to help them achieve sustainable business growth and increase profits significantly.

RESEARCH METHODS

Abdimas' study on digitalization and financial bookkeeping in Micro Enterprises began by identifying the main problem, namely the low understanding of digital technology among Micro Business actors. These problems often hinder their operational efficiency and business development potential. Based on these results, a research plan was prepared with methods involving surveys, interviews, and comparative data analysis to obtain a more comprehensive picture of the condition of Micro Enterprises in the field.

The implementation of this research involves collecting data from various sources, including Micro Business actors and experts who have in-depth knowledge of digitalization and financial bookkeeping. The collected data is then analyzed in depth to identify important findings and implications of the application of this technology in the context of Micro Enterprises. The results of this analysis are then summarized in a research report which will later be disseminated to related parties through various forums and discussions.

This stage of research is designed to evaluate the effectiveness of digital technology in supporting the management of Micro Enterprises and the benefits that can be obtained in the context of community development. With a structured and measurable approach, it is hoped that this research will provide in-depth insights and useful recommendations to improve the implementation of digitalization in the Micro Business sector. The goal is to encourage economic growth and strengthen the competitiveness of small business actors in the digital era.

RESULTS AND DISCUSSION

Many *food suppliers* still face challenges in managing their businesses effectively, especially in terms of financial management and the implementation of the right business strategy. One of the main problems is the inability to calculate net profit correctly, because business finances are often mixed with the owner's personal money (Purwanto, 2020). This causes uncertainty in seeing the

actual profits obtained, making it difficult for business owners to make the right decisions for business development. Without a clear separation between personal and business finance, business management becomes less structured, which can hinder long-term growth (Sari & Hasan, 2019).

In addition, many *food suppliers* have not been maximized in utilizing *online media* to support their business development. In this digital era, online presence through platforms such as social media, e-commerce, and websites is very important to reach more customers and expand the market (Wijaya, 2021). However, underdeveloped MSME actors often do not have adequate knowledge or resources to implement effective digital *marketing* strategies (Putri, 2018). As a result, they lose the opportunity to compete and thrive in an increasingly competitive market. Without a strong online presence, their businesses risk falling behind competitors who are more adaptive to changing digital trends.

After participating in this community service activity, all participants who are members of Razz Food Supplier Partners MSME actors have understood the importance of recording financial transactions and started implementing a digital recording system in the preparation of financial reports. This allows business activities managed by partners to achieve optimal profits and run more effectively and efficiently.

The following are MSME business businesses that are members of the Razz Food Supplier Partner MSME organization:

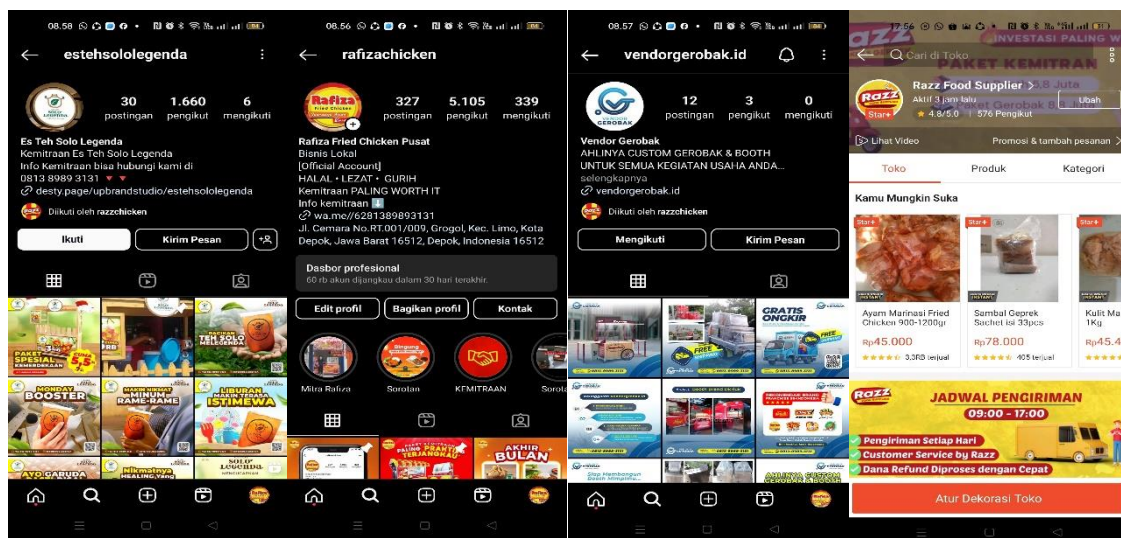


Figure 1. Mitra Razz Food Supplier

The community service program is carried out in the form of training for Razz Food Supplier MSME partners spread across the Depok area, West Java. This training aims to provide material exposure to partners related to the problems they face, especially in business development strategies and digital *marketing*. The material presented is expected to increase partners' knowledge and understanding of how to optimize their marketing diital. With better knowledge, partners are expected to be able to implement effective strategies in their business activities, so that they are able to face market challenges and

increase competitiveness. The training materials that will be provided include: Skills training in the field of business development and digital marketing, digital marketing promotion design training, and Training on calculating net profit correctly with computerization.



Figure 2. Group Discussion Forum at one of Razz Food Supplier's MSME Partner houses

The implementation of this service activity involves a series of stages starting from initial analysis, preparation, implementation, to evaluation. The initial analysis stage is carried out to identify the needs of participants in the fields of business development, digital marketing, promotional design, and techniques for calculating net profit correctly. Based on the results of this analysis, the training materials are compiled with a focus on upskilling in three main areas: business development strategies, digital marketing techniques, and attractive and accurate promotional design. In the implementation stage, participants are provided with training that combines theory and practice, allowing them to not only understand important concepts but also apply them directly in business simulations. In addition, specialized training on how to correctly calculate net profit by computerization, provides participants with the necessary skills to manage their business finances more effectively. After all stages of training are completed, an evaluation is carried out to assess the improvement of participants' skills and the effectiveness of the program in achieving the goal of developing a more structured and competitive business.



Figure 3. Computerized Bookkeeping Training for MSME Partners Razz Food Supplier

Based on the available images, the results of this community service

program show significant progress in two main areas. First, program participants gain an in-depth understanding of financial recording using a computerized system. Through this training, they not only learn how to use accounting software but also understand the basic principles of financial management that enable them to record effectively and efficiently. This process reduces the likelihood of manual errors, improves the accuracy of financial statements, and allows for better monitoring of cash flow and financial transactions.

This program has successfully helped partners in expanding their market reach through the implementation of digital marketing strategies. By leveraging various digital platforms, partners can introduce *their brands* to a wider and more diverse market. The training provided includes online marketing techniques such as search engine optimization (SEO), social media marketing, and digital advertising campaigns, all of which contribute to increasing brand visibility and attractiveness in the market. As a result, partners not only gain new skills but can also increase the growth and competitiveness of their businesses in the digital era.

CONCLUSIONS

Fundamental finding: The community service program successfully enhanced the financial management and digital marketing capabilities of Razz Food Supplier Partner MSMEs by implementing computerized financial reporting systems and leveraging digital platforms to increase brand visibility. **Implication:** This indicates that digital tools can significantly improve MSME operational efficiency, profitability, and market reach, providing a model for future digitalization initiatives in small businesses. **Limitation:** However, the program's short-term nature limited its ability to assess the long-term sustainability of these improvements and the full impact of digital transformation on business growth. **Further research:** Longitudinal studies are needed to explore the enduring effects of digitalization on MSMEs' financial stability and market competitiveness, as well as to identify additional factors that may influence the successful adoption of digital technologies in different business sectors.

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