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## **EMPOWERMENT OF THE IMPORTANCE OF DIGITALIZATION ADAPTATION OF UMKM 'MANISAN MANGGO' IN CEMPAKA VILLAGE, TALUN DISTRICT, CIREBON REGENCY, WEST JAVA, INDONESIA**

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**Abstract:** Cempaka Village is one of the villages located in Talun District, Cirebon Regency. The livelihood of the people of Cempaka Village is mostly to become laborers and farmers. However, there are also businesses such as grocery stores, street vendors, and home-based businesses. UMKM in Cempaka Village, Talun Regency itself shows significant potential for the local economy. Candied mango is one of the products made by the people of Cempaka Village which is fairly capable of producing in large quantities and already has a fairly wide market share. However, in this case, mango candied UMKM still uses conventional marketing which makes less widespread information and has not maximized the development of the digital era. One of the efforts made is to empower the importance of digitalization in mango candied UMKM in Cempaka village, namely by expanding access to information and marketing through making points on Google Maps and E-Commerce to increase the marketing competitiveness of mango candied products.

**Keywords:** Empowerment, MSMEs, Marketing Digitalisation

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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia have a strong position in business competition. Although they only rely on relatively small capital, MSMEs can compete and even dominate several business sectors. This shows that MSMEs have competitive advantages and flexibility that allow them to adapt to various market conditions. (Fitriani & Sultan, 2019). The existence of competition in the MSME business world, especially in this digitalization era, makes digital technology provide enormous potential and make it easier for MSME players to market their products and make transactions online (Budi; Harto & Komalasari, 2020) so that this can maximize MSMEs in business competition. Promotion for home industries has an important role in sales, promotional activities can be used as a strategy to communicate products to consumers so that attractive promotions can encourage consumer buying interest. Promotion is an activity that informs the benefits or advantages of a product and creates consumer intentions to use the products offered (Amstrong & Kotler, 2012). Digital marketing is a promotional activity and finding a market through digital media online by utilizing various means such as social networks. Digital marketing usually consists of interactive and integrated marketing that facilitates interaction between producers, distributors and potential consumers (Edi Purwana, et al., 2017). The importance of digitalization in the digital era like today makes it necessary to empower digitalization of existing MSMEs, including in Cempaka Village. Cempaka Village is one of the villages in the Talun District, Cirebon Regency, which consists of 3 hamlets, 8 Community Units and 26 Neighborhood Units, with a population of 6,238 people or 1,889 Heads of Families (Internal Data of Cempaka Village, 2020). The livelihoods of the people of Cempaka Village are mostly laborers and farmers. However, there are also businesses such as grocery stores, street vendors, and home businesses. MSMEs in Cempaka Village, Talun Regency itself show significant potential for the local economy, especially geographically, Talun Regency itself is a Regency that has many tourist villages so that it is a potential area for the progress of MSMEs in Cempaka Village. However, many MSMEs in this area are not managed optimally and have not adapted to follow the development of the digital era like today. Thus, the challenge faced is the still low adaptation of digitalization which makes MSMEs in Cempaka Village still operate conventionally which only focuses on product sales

without optimizing sales promotions. This makes MSMEs in Cempaka Village less competitive in competing in the business world that has entered the digital era. The lack of knowledge and competence of MSME actors in Cempaka Village regarding the importance of digital marketing is currently a factor in implementing community service activities through the empowerment of MSME Manisan Mangga. This program aims to provide an understanding to MSME actors about the importance of digitalization. Thus, MSMEs can increase their knowledge and digital competence, business competitiveness, and build public trust. Therefore, this empowerment effort is very important to ensure that MSMEs can grow and develop optimally, in line with the times and market demands.

## **METHOD**

This community service activity is carried out in the form of a seminar and workshop for 4 (four) days, starting on August 1, 2023 in Cempaka Village, Talun, Cirebon Regency. The target of this community service program is to increase knowledge and understanding of the digitalization of Manisan Mangga MSMEs. The teaching aids used to support this activity are gadgets and laptops to present materials and solutions. In its implementation, the activity is carried out in several stages as follows:

1. Observation

First day (Tuesday, August 1, 2023). Observation is the initial step to dig up information that is in accordance with field conditions related to the problems that exist in Manisan Mangga MSMEs in Cempaka Village in business development and marketing activities.

2. Lecture Method

Second day (Wednesday, August 9, 2023). This method is used by presenting material and implementing material directly to Manisan Mangga MSME actors supported by using gadgets and laptops to display and practice directly to MSME actors so that it can be more easily seen and understood. The presentation activities of this material are as follows:

- a. Delivery of personal branding material for products and companies to improve product image and marketing.
- b. Delivery of digital marketing adaptation material through digital platforms, both through websites and social media and e-commerce applications.

- c. Delivery of material on the importance of including business location points on Google Maps.
- d. Delivery of material on the use of delivery services within the city using online motorcycle taxi applications to maximize customer satisfaction.

### 3. Discussion Method

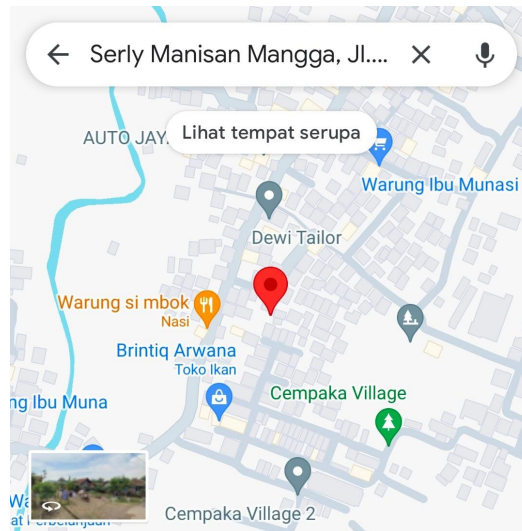
The third and fourth days (Tuesday and Thursday, August 15 and 17, 2023). Discussion activities are a continuation of the process after the lecture activity was held. This activity was carried out to deepen the material presented at the previous meeting, the discussion method was carried out by discussing the problems faced by MSME actors and providing further assistance regarding digitalization such as social media management, Google Maps and e-commerce. In this method, an evaluation of MSME actors was also carried out to assess whether the understanding of the material provided could be applied optimally and provide benefits for MSME Manisan Mangga actors.

## RESULTS AND DISCUSSION

The importance of digitalization adaptation among Micro, Small and Medium Enterprises in increasing marketing effectiveness and efficiency, therefore community service activities are carried out in the form of product marketing training as an effort to empower MSME actors in the digital era. The implementation began on August 1, 2023 by conducting observations at the Manisan Mangga MSME location, and continued with several stages such as training and simulations using lecture methods, and discussions. The target achieved from this activity is to increase MSME awareness of the importance of digitalization adaptation in the business world in the digital era which helps MSME actors to be more competitive so that the businesses they run can develop further. Several things that need to be considered such as digitalization in terms of marketing to be able to introduce and market products with a wider reach, so that not only locally but also nationally through the creation of business points on Google Maps and product marketing through e-commerce platforms. In addition, this activity also provides material and simulations regarding online motorcycle taxi applications to facilitate delivery to local customers. The outputs of activities that will be achieved in this community service activity are as follows:

1. Increasing the level of public awareness and insight into the importance of personal branding in building the image of the business being run.

2. Increasing the level of public awareness and insight into the importance of digitalization adaptation in marketing MSME Mango Candy products in order to reach a wider market.



**Figure 1. Providing location points for candied mango businesses on Google Maps**

From the implementation of this community service activity, the implementing team received a very useful evaluation for decision making or simply as a reference when similar community service will be held again. The evaluation of community service activities will be explained in the following points:

### **Inhibiting Factors**

The response of the MSME actors was less accepting of some of the solutions provided, due to age factors that made it more difficult to understand the material presented and human resources in the business that were still limited in managing digital marketing. Time constraints also resulted in the implementing team not being able to carry out this activity more intensively. It is better if this activity is carried out with a longer duration so that in delivering the material, discussion and question and answer sessions when providing material and follow-up assistance can be carried out more optimally with a long enough period until the MSME actors can better understand and get used to applying the digital marketing platform optimally.

### **Encouraging Factors**

The driving factors from the MSME side are as follows:

1. MSME actors feel interested and motivated in developing MSMEs both in terms of quality and marketing.
2. MSME actors feel the need to have personal branding so that their products are more easily recognized in the community, making it easier for consumers to order MSME products.
3. MSMEs feel the need for marketing development through location points on Google Maps to make it easier for consumers to find out the location of the business and can be developed to support the ease of marketing and product delivery through digital marketing platforms. This is because the digital era faced creates challenges for MSMEs to be able to adapt and market their products not only conventionally but also digitally so that MSMEs can develop further, compete and reach a wider market.

### **CONCLUSION**

The implementation of community service activities carried out at the Manisan Mangga UMKM in Cempaka Village with lecture and discussion methods, it can increase UMKM awareness of the importance of adapting digitalization in the business world in the digital era, which helps UMKM actors to be more competitive so that the business they run can develop further. Several things that need to be considered are such as digitalization in terms of marketing to be able to introduce and market products with a wider reach, so that not only locally but also nationally through the creation of business points on Google Maps and product marketing through e-commerce platforms. In addition, in this activity, material and simulations were delivered regarding online motorcycle taxi applications to facilitate delivery to local customers. It is recommended for Manisan Mangga UMKM actors to be able to consistently follow trends and adapt to the digital era in developing the products they produce, so that products can be known and reached more widely by the community.

### **Acknowledgement:**

The research team would like to thank the Head of Cempaka Village, Talun District, Cirebon Regency, community leaders, and the entire community of Cempaka Village.

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