



Training Using a Digital Platform for UMKM to Increase Sales

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ABSTRACT

In Indonesia, the Micro, Small, and Medium Enterprises (UMKM) sector is the most vulnerable. Online sales through digital platforms are currently a necessary need for business owners, including UMKMs who are involved in the Kabupaten Magelang Perkumpulan Pengusaha Karsa Mandiri (PPKM). The training consists of instruction to improve the student's digital literacy (UMKM). The purpose of this lesson is to help students understand business concepts and free websites and their benefits, as well as to give them confidence to start their own internet business. The methods that are used include instruction and learning on digital platforms. Based on the evaluation results, every participant stated that they were cautious about using business and were unsure of their technical skills after participating in the training. Because of its ease of use, users find that businesses are more useful than websites for creating free online stores.

INTRODUCTION

In accordance with the mandate of the Republic of Indonesia Act No. 20 Year 2008 the development of UMKM (Micro, Small and Medium Enterprises) has a role in the construction of a fair national economy. In addition to the economy, UMKM can also be an alternative solution to various social problems such as poverty and poverty. Borobudur is one of the districts in Magelang District, Central Java, Indonesia where it is located most south of which directly borders the Yogyakarta Special District Province. Borobudur district has an area of 54.55 km² with a total of 20 villages, in Dusun Ngaran 1, Distric Borobudur, Kab Magelang there are about 15 UMKM offenders(Yusnanto dkk., 2023). Because UMKM has an important contribution to the increase in gross domestic product (GDP) and job creation (Arifin et al., 2021; Susanti, 2020). Besides, UMKM absorbs a significant amount of labour, by 2020 there are 62 million UMKM perpetrators in Indonesia.(Wahyunti, 2020). At the time of the Covid-19 pandemic, UMKM was the most affected sector. The decline in public purchasing power is a blow to the trade sector during the pandemic (Firdaus et al., 2023).(Wahyunti, 2020). According to the data of the Indonesian UMKM Association (Akumindo), 30 million UMKM rolls are scraped and 7 million workers need to be housed(Utama, 2021).

In addition to having an impact on the economy, the pandemic also changes consumer habits. Large-scale Social Restrictions (PSBB) and Public Activity Restriction Implementation (PPKM) have led to increased online shopping activity. Today's business competitiveness is increasingly developing due to the influence of increasingly advanced technology(Mustafa dkk., 2023). Digital platforms are becoming the foundation of society to meet their consumer needs. It also supported increased use of the Internet and improved digital infrastructure in Indonesia.(Irawati & Prasetyo, 2022). The Indonesian Internet Service Organizers Association (APJII) officially released the results of a survey for the period 2022-2023, which found that Internet users in Indonesia reached 78.19 of the total population of Indonesia.(Finaka Andrean W, 2023). NielsenIQ data shows that there are 17 million Indonesians doing online spending activity by 2020. This number has grown very significantly by 2021 with the figure reaching 32 million consumers.(Indonesia, 2021). Online sales through digital platforms today become a must for business operators including UMKM(Arifin dkk., 2021).

The current shift in business trends forces entrepreneurs to start digitization to expand business and optimize marketing(Muzakir et al., 2022). Previous research has noted that the use of digital platforms in sales and marketing has a positive effect on business sustainability and the rising financial conditions of these companies.(Andono & Girindratama, 2023). By enhancing knowledge and skills, UMKM will be able to optimize the opportunities offered by the digital market and increase their competitiveness at the local, regional, and national levels.(Endrawati

dkk., 2023). However, penetration into digital platforms does not always go smoothly for UMKM. Research in 2021 noted that only 13 percent (8 million) of UMKMs enter the digital platform(Arifin dkk., 2021). Some of the obstacles are the reason why UMKM has difficulty implementing online sales, including minimal literacy of UMKM perpetrators technology (Susanti, 2020; Andono & Girindratama, 2023; Masruroh & Maulana, 2023) or its unoptimal use.(Arifin etal., 2021; Mahpuz dkk., 2021). There are organizations that are the aspiration container and organized for UMKM perpetrators in Magelang district, namely the Association of Employers of Karsa Mandiri (PPKM) in Magelang district. Members of this organization consist of 400 UMKM persons and come from 23 districts in the territory of Magelang. PPKM Cabinet is committed to helping to enhance the efforts of its members. One of the programmes is to work with STMIK Bina Patria academics in improving the knowledge and expertise of UMKM stakeholders in PLATINUM activities (Platinum Digital Training - Preneurship for UMKM). PLATinum consists of a series of activities, including the use of digital platforms to increase sales of the UMKM members of PPKM Kab. Magelang. This activity is in response to the obstacles faced by UMKM perpetrators under the umbrella of the PPKM district of Magelang which has been affected by the pandemic since 2020. From the initial deposition, information was obtained that respondents have not maximized the use of digital platforms for sales and marketing.

On the other hand, respondents realize the potential they will gain through digitization. To meet the training needs, a preliminary survey was conducted by spreading the questionnaire to the candidate participants. But it's still very early to sell through digital platforms like business and free websites. Previously, most of them used the platform only as buyers. The training aims to improve the literacy of UMKM participants in using digital platforms for the sale of their products. In this training the selected digital platform is business and free website. This training will help participants to understand business concepts and websites and their benefits, as well as provide skills to start online sales. In addition, the training also aims to improve UMKM digital access so that they can improve their competitiveness in the global market.

IMPLEMENTATION AND METHODS

Generally speaking, the stages of this activity are shown in Figure 1. The institutional coordination has been carried out by the Directorate of Research and Public Service (LPPM) STMIK Bina Patria and the Manager of PPKM Kab. Magelang is located in Dusun Ngaran 1 Kab Magelang in September 2023.



Picture 1. Training Implementation Stage

The objective of this coordination is to identify the problems faced by the target partners and formulate solutions to them. The problem is the decline in sales of UMKM perpetrators during the pandemic and the minimal technical capabilities of the UMKM for penetration into digital platforms. Based on the results of the notulence of the coordination meeting, the need for training and support related to building entrepreneurship using information technology was concluded. Next dig the needs and details of the training participants' profiles. An identifiable need is the desire to exploit the potential of digital platforms to increase sales of UMKM products. Training participants can be categorized as beginners, as most have never sold digitally. It's becoming important in developing the learning media and planning the delivery mechanism. Figure 1. Phase of Implementation of the Training Based on the notulence of the coordination meeting, a plan of activities is prepared with the submission of the estimates. The next stage is the development of learning media.

The media used in this training is tailored to the ability and understanding of the participants. The output is training modules, videotape playlists, and infographics. The training was conducted on a soliciting basis and was attended by the targets and partners on 6-10 November 2023 at Dusun Dusun Ngaran 1 Kab Magelang. The accompaniment is made by soliciting during the submission period of this activity. It is expected that after this training, participants will be able to start online sales through a digital platform that

taught. At the end of the training activities, an evaluation of performance is carried out by collecting feedback from participants and exploiting opportunities for further cooperation.

RESULTS AND DISCUSSION

Participant Profile

This activity begins with an initial survey, acting as the respondent is a potential participant in the training. The results of the survey showed that the majority of participants were already quite active using smartphones (52 less than 5 hours/day and 36 between 5-10 hours/ day). All candidates use whatsapp, 47 use business as a buyer (Shopee/Tokopedia/Lazada, etc) and none use the free online store website.

This activity begins with an initial survey, acting as the respondent is a potential participant in the training. The results of the survey showed that the majority of participants were already quite active using smartphones (52% less than 5 hours a day and 36% between 5-10 hours per day). All candidates use whatsapp, 47%

Use the marketplace as a buyer (Shopee/Tokopedia/Lazada, etc) and no one uses the online store website for free. In terms of marketing concepts, to get and serve customers is required multi-channel marketing so it is necessary to hold training on the use of digital platforms for marketing through marketplace (Shopea/Tocopedia/LaZada etc.) and use the free online shop website.

Training Participants

After finding out the profile of the prospective training participants, the author joins the team to develop a strategy for the implementation of the training. This is done so that the training is targeted and acceptable to the participants. The strategies meant here are the platforms used, the material coverage, and the training methods. The selected digital platform training material is website development for free online stores and business. The website was selected with the consideration of the need to introduce the participant's business profile digitally (Palupi dkk., 2023). The website platform selected is blogspot, considering the ease of use by beginner users of the blogspot platform and already available basic and general features for the management of the website of the online store for free. Meanwhile, business provides a lot of ease for entrepreneurs and buyers in transactions. With business, both sellers and buyers get guarantees related to financial transactions and the certainty of delivery of goods. In addition to facilitating the transaction, business also helps entrepreneurs in expanding the marketing of their products (Fitriyana dkk., 2021). Tokopedia, Shopee, and Tiktok Shop are the three business platforms chosen to be taught to training participants. The third, like

business in general, provides UMKM services and support to market their products online. The existence of such platforms facilitates the online shopping process, makes online payments easier and offers a wider range of markets. Shopee first entered the Indonesian online sales market in 2015. In the early years of its existence, Shopee was not the main choice of Indonesian consumers. But over time this app has become a fading business application in Indonesia based on the number of downloads, standing applications, and number of transactions.(Sulistiyawati & Widayani, 2020). Tokopedia has been in Indonesia since August 2009. Over the years, Tokopedia has supported economic eradication through digitization that enables everyone to start an online sales venture. Tokopedia has been supplementing its ammunition by launching a vendor-specific app in April 2020. By 2022, Tokopedia already has 7.8 million stores in it.(Irawati & Prasetyo, 2022). On the other hand, Tiktok was initially just a social media that entertained its users by presenting videotape-videotape. In the last few years, Tiktok users have rocketed sharply to 92.2 million active daily users (Supriyanto & Chikmah, 2023) and 1.2 billion monthly active users (Fauzi & Sijabat, 2023). In Indonesia itself, Tiktok users as of April 2022 reached 99.1 million. By 2022, Tktok launched Tiktokshop, a feature for selling and shopping online. With its wide user coverage, Tktokshop has the potential to become a black horse in the online shopping market. Based on the material coverage and profile of potential trainers, the authors and the team decided on the training methods considered appropriate by creating infographics, tutorial videotapes, training modules, and supporting use of both business and website to create a free online store. The results of this initial survey are the basis of the material requirements given to the training activities organized and have obtained prior approval from the PPKM Cabinet. The training material is provided in the form of infographics, videotape tutorials and training modules. The topics of the material are structured based on the stages of use of the selected digital platform. Table 1 shows a list of materials given to the participants. The training method is direct accompanying. The infographic material is chosen because it can be easily distributed through the participants' whatsapp groups. As for the videotape tutorial built playlist on youtube that can be accessed at any time by the participants. This makes it easier for the trainer during the training session, as the participants have previously studied the infographics and watched the videotape given.

Table 1
 Material of Services

TOPICS	SUB TOPICS	MATERIAL OF SERVICE
MARKETPLACE	Introduction to marketplace, marketplace advantages, Indonesian marketplace statistics, tips n trick	Presentation and video modules
SHOPEE	Installation	Presentation and modules
	Create an account and create a store	Video
	Add products Change products, chat buyers, and process orders	Video
TOKOPEDIA	Install	Infographic
	Account Registration Open store, add products, and	Video
	confirm orders Live Sales	Infographic
TIKTOK	Install	Video
	Create an account Store and upload products	Video
		Presentation and modules
ONLINE STORE	Free Online Store	Video
	Introduction Online Store	Video
	Demo Create a blogger account	Video
	Implement templates	Video
	Edit templates	Video
	Create product posts	Video
Edit online store pages	Video	

The training

The training will take place on November 6, 2023 at Dusun Ngaran 1 Kab Magelang. For each session it starts with the introductory material, then continues with the rally and the supporting use. The training was followed by the members of the PPKM Cabinet. The activity went smoothly and solemnly. The picture shows the documentation of the implementation of digital platform support. You can see in the picture on the left, the participants who are dominated by mothers practice creating dealer accounts on various accompanied by the dealer. Whereas the image on the right shows the participants and the developer doing a photo session after the event takes place.



Picture 2
The Activity

Evaluation

After all materials are submitted and participants try to use the marketplace as well as develop their respective online store website, a feedback measurement of training participants (total 17 participants), on the last day of the training.

Table 2
The Participants' Feedback

No	Umpan Balik Peserta	STS (%)	TS (%)	N (%)	S (%)	SS (%)
1	Materi kegiatan sesuai dengan kebutuhan mitra/peserta			2	42	56
2	Waktu pelaksanaan kegiatan ini relatif sesuai dan cukup		5		42	53
3	Materi/kegiatan yang disajikan jelas dan mudah dipahami				14	86
4	Panitia memberikan pelayanan yang baik selama kegiatan				21	79
5	Masyarakat menerima dan berharap kegiatan-kegiatan seperti ini dilanjutkan di masa yang akan datang				18	82

Ket = SS = Sangat Setuju; S = Setuju; N = Netral; TS = Tidak Setuju; STS = Sangat Tidak Setuju

The feedback indicates that all the participants are satisfied with the course of the training. (dengan tolak ukur berupa total nilai untuk jawaban Setuju dan Sangat Setuju). Only one participant expressed disagreement with the timing of the event, but this could also be positive because the participant felt that additional time was needed for the execution of the Massacre. So it can be said that the activity has achieved its goal of improving the digital literacy of UMKM perpetrators who joined the Association of Self-Governing Karsa Entrepreneurs (PPKM) district of Magelang. From Table 2 it is seen that the external advantages are material suitable for needs, the timing of implementation of activities relatively suitable, the clarity of materials, services and expectations of sustainability of activities in the future. While the weakness

is of the time of execution perceived short due to the need for depth and time of mastery of material, where not all participants are already accustomed to the materials given. In order to measure the results and use of the digital platforms provided in this training, we also asked questions related to the preferences of participants to the technologies provided in the training by asking the main question as follows “ When I have completed the training, will it be beneficial for the podok that I sell ”. Based on the results of Table. 3, it is seen that only 38% (7 participants out of 17 participants) chose only one platform (Tokopedia or Shopee or TikToshop) in the use of digital platforms to market their products. More than half of 57% (11 participants) opted for more than one digital platform for their product marketing plans.(dalam pelatihan ini digunakan Blogspot). One of the reasons is the problem of ease of use and direct use of business.(dibanding dengan harus men setting terlebih dahulu pada website).

Table 3
 Preferences of Training Participants to the Use of Training Topics

<i>Digital Platform</i>	<i>Exploitation Plan</i>
<i>Shopee</i>	18%
<i>TikTok</i>	14%
<i>Tokopedia</i>	13%
<i>Shopee, Tiktoshop</i>	6%
<i>Shopee, Tokopedia</i>	11%
<i>Tokopedia, Shopee, TikTok</i>	32%
<i>Tokopedia, Shopee, TikTok, Blogspot</i>	5%

CONCLUSIONS AND RECOMMENDATIONS

Training (Digital Training-Preneurship for UMKM) was conducted on November 6th-10th, 2023 at Dusun Ngaran, Borobudur district, Kab Magelang. PLATINUM consists of a series of activities, among them is the use of digital platforms to increase sales of UMKM members of PPKM Cab. The materials presented in the training are the Marketplace (Tokopedia, Shopee, Tiktok/Tiktoshop) and the Free Online Shop Website.(Blogspot). For each session starts with the introductory material. Then proceeded with rally and adjoining use. Based on the evaluation that only 38% (7 participants out of 17 participants) chose only one platform (Tokopedia or Shopee or TikToshop) in the use of digital platforms to market their products. Half more than 57% (11 participants) opted for more than one digital platform for their product marketing plans. The results also showed that participants preferred to use existing business platforms (Tokopedia, Shopee, TikToshop) rather than using a website for the development of online stores.(dalam pelatihan ini digunakan Blogspot).. The obstacle is that it takes longer to test the usability of the taught

platform, so only measurements are made through the questionnaire method against the implementation of the training held.

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