

## Digitalisation of Micro, Small, and Medium Enterprises (MSMEs) in Tourism Villages

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**Abstract:** The digitalization of tourism village MSMEs in Guranteng, Tasikmalaya Regency, was done using online platforms for the assisted community in the processed food category. The objectives of this assistance are to (1) explore various aspects of excellence (potential assets) owned by the tourism village MSME community in Guranteng Village, Pagerageung District, Tasikmalaya Regency, (2) provide comprehensive business management development assistance to 20 tourism village MSME groups in Guranteng Village through the application of digital technology, and (3) realize effective, efficient, and adaptive management of tourism village MSMEs to the digital world to boost family economic improvement. The assistance was provided using the ABCD method, prioritizing utilizing local superior assets through discovering, dreaming, designing, and determining. The results of the service included providing assistance and training on obtaining business registration numbers (NIB), food production licenses (PIRT), halal certification, labelling, packaging, promotion, and digital marketing through social media and the Shopee Application.

**Keywords:** digitalisation; micro; small and medium enterprises; tourism village

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**Received:** 30 December 2023    **Accepted:** 9 August 2024    **Published:** 15 November 2024

**DOI** : <https://doi.org/10.20527/btjpm.v6i4.11512>

**How to cite:** Somantri, M. D., Jamal, M. Y. S., & Aripin, R. S. (2024). Digitalisation of micro, small, and medium enterprises (MSMEs) in tourism villages. *Bubungan Tinggi Jurnal Pengabdian Masyarakat*, 6 (4), 918-932.

### INTRODUCTION

The trend of adopting digital technology has seen a significant increase, especially during the COVID-19 pandemic. The shift from offline to online models has occurred in almost all aspects of life, including micro, small, and medium enterprises (MSMEs), known as the digitalization of MSMEs. MSME digitalization, transitioning to online transactions through marketplaces, has become a solution to ensure survival while supporting the

national economy during the COVID-19 pandemic. As a result, MSME digitalization has become unavoidable and has established a new model for MSME players in Indonesia (Wijoyo & Widiyanti, 2020).

MSME digitalization is understood as an effort to apply market intelligence results in product development to accelerate MSME growth from the perspective of digital technology (Octavina & Rita, 2021). Rohmah offers a more comprehensive definition of

MSME digitalization, describing it as the revolutionary effort of business actors in the marketing process, procurement, management, and product sales through the use of technology (Rohmah, 2019).

The benefits of using digital platforms in MSMEs positively impact business sustainability because all business activities are carried out more effectively, efficiently, and easily (Christoper & Kristianti, 2020). This means that MSME players who implement digital technology can minimize operational business costs related to transportation and accommodation. It is no wonder that MSME players who utilize digital technology experience increased income from product sales (Hapsoro & Slamet, 2020).

Guranteng Village is one of the largest villages in the Pagerageung District of Tasikmalaya Regency, West Java. It covers an area of 24 km<sup>2</sup> or approximately 2,002.625 hectares. (Mubarok, 2020). Guranteng Village is known not only for its large land area and population but also for its diverse potential, both physical and non-physical (Syarifah, 2023). Its physical potential includes clean water sources, a natural climate, agriculture, livestock, plantations, hills, and natural beauty. Its non-physical potential is demonstrated by the tradition of mutual cooperation, cultural groups, religious figures, and high community participation in development efforts.

Due to its various advantages, particularly its natural beauty, Guranteng Village was designated as a Tourism Village in 2021 by the Tasikmalaya Regent's Decree No. 556/Kep. 194/Disparpora/2021 on the Establishment of Tourism Villages. In the same year, Guranteng Village was also included as one of the villages that received the Indonesian Tourism Village Award (ADWI) in the category of Mentored Village by the Ministry of Tourism and Creative Economy (Kemenparekraf) in 2021 (Bahrum, personal communication, June 8, 2023). This recognition was based on the presence of several tourist destinations in Guranteng Village, including Pasir Kirisik Tourism, Parung Natural Park, Dairy Cow Education Tourism, Village Reservoir, Citanduy Zero Km Point, Jugul Mountain Agrotourism, Pine and Coffee Plantation, Jangihe Hill, Motor Adventure Trail, Downhill Bicycle Track, Cakrabuana Peak, Pencak Silat culture, Wayang Golek, and Pagabound Outbound.

Meanwhile, Guranteng Village's potential related to the high level of community participation in economic development is indicated by the increasing number of residents establishing businesses in the Micro, Small, and Medium Enterprises (MSMEs) category as a livelihood to support their family economy. The following is a list of MSMEs in Guranteng Village as shown in Table 1.

Table 1 List of MSMEs in Guranteng Village (Mubarok, 2020)

MSME Owner	MSME List in Guranteng Village		MSME Owner	MSME List in Guranteng Village	
	Business Address	Production		Business Address	Production
Miah	Leuwihalang	<i>Aneka Dodol</i>	Ajat sudrajat	Cikerenceng	<i>Bengkel</i>
Ee Harun	Cikerenceng	<i>Pabrik Tahu</i>	Supriatna	Guranteng	<i>Molen Pisang</i>
Siti Rohmah	Leuwihalang	<i>Gula Semut</i>	Ipang ma'rup	Cikerenceng	<i>Pabrik Tahu</i>

MSME Owner	MSME List in Guranteng Village		MSME Owner	MSME List in Guranteng Village	
	Business Address	Production		Business Address	Production
Yayah	Cisema	<i>Sistik dan Seroja</i>	Asep Surnaryat	Guranteng	<i>Tambal Ban</i>
Dali	Ciguha	<i>Kerupuk Susu</i>	M. Ali Akbar	Cikerenceng.	<i>Percetakan Sablon</i>
Enur	Kupa	<i>Permen Susu</i>	Uus rusmana	Leuwihalang	<i>Gorengan/ Kelontongan</i>
Entin	Tewel	<i>Bolu Susu dan Moci</i>	Mumus Muslim	Cisema	<i>Makanan Ringan</i>
Enok	Cijamaka	<i>Keripik Singkong</i>	Yanti Yulianti	Kupa	<i>Seblak</i>
Saepudin	Harentang	<i>Kerupuk Kulit</i>	Ade Heri H.	Kupa	<i>Dagang Buah-Buahan</i>
Pak Dadan Ramdani	Guranteng	<i>Youghurt</i>	Lili Luyianto	Guranteng	<i>Kelontongan</i>
Dela	Picung	<i>Keripik Tempe</i>	Darus Salam	Guranteng	<i>Kue Brownies</i>
Neti	Cisema	<i>Cireng Salju</i>	Tati	Guranteng	<i>Cimol</i>
Euis Eka Amelia	Cisema	<i>Batagor</i>	Didi Hernadi	Kp. Guranteng	<i>Kerajinan Tangan</i>
Rizal	Tewel	<i>Susu Murni</i>	Nia Susanti	Guranteng	<i>Pisang Molen</i>
Ai Sumiati	Ciguha	<i>Warung Kelontongan</i>	Titi	Guranteng	<i>Kupat Dan sate</i>
Ai Siti Komariah	Ciguha	<i>Dagang Comro</i>	Adang	Guranteng	<i>Kelontongan</i>
Rika Mulyati	Ciguha	<i>Bakso</i>	Yani Suryani	Cikerenceng	<i>Youghurt</i>
Epon	Ciguha	<i>Dagang Cilok</i>	Adeng Gunawan	Cikerenceng	<i>Dagang Kelontongan</i>
Apong Nurhasanah	Leuwihalang	<i>Dodol Wajit</i>	E Kartini	Cisema	<i>Dagang Kelontongan</i>
Ramli	Leuwihalang	<i>Martabak</i>	Dedy Apni F.	Guranteng	<i>Peternak Burung Puyuh</i>
Ridwan	Cikerenceng	<i>Budidaya Jamur</i>	Cucu F.	Cikerenceng	<i>Pengolahan Kayu</i>
Ajang Sunandi	Cikerenceng	<i>ATK dan Aneka Plastik</i>	Ocih	Kupa	<i>Warung Kecil</i>
Edwin maulana	Cikerenceng	<i>Kerupuk Kulit Sapi</i>	Dede Cahyana	Cibogo Guranteng	<i>Peternak Ayam Petelur</i>
Dede koswara	Guranteng	<i>Bubur Ayam</i>	Titin Patimah	Cikerenceng	<i>Keredit Baju</i>
Eros rosita	Cikerenceng		Dudi Nurdian	Cijamaka	<i>Keripik</i>
dede hoer	Cisema	<i>Dagang Makanan Ringan</i>			
Selin Karlina	Guranteng	<i>Dagang Sayuran</i>	Memod	Cijamaka	<i>Keripik</i>
UJang N.	Ciguha	<i>Dagang Susu Keliling</i>	Sariani	Picung	<i>Sistik Susu</i>

With the change in status to a tourism village cluster, community participation in establishing MSMEs has increased, and the number of residents joining the MSME Village organization has grown compared to the previous year (Bahrum, personal communication, June 8, 2023). Unsurprisingly, a tourism village has brought new hope to the residents, significantly as income from the agricultural sector has declined. It can no longer be relied upon for consistent earnings (Realita & Anggoro, 2019). Consequently, MSME activities have become the primary profession for meeting the economic needs of families. The digitalization of MSMEs is essential to strengthen the existence and development of tourism village MSMEs so that they can thrive in the face of various challenges and competitors and adapt to the technological world.

MSME digitalization is a shift in managing business activities from traditional (conventional) methods to a digital system, resulting in operational cost-effectiveness and efficiency. The effort to digitalize MSMEs is not only focused on product sales (market) but is also applied to start from raw material procurement, managing cash flow, building networks, improving production quality (intensification), and the marketing process (Evangelista et al., 2023).

The implementation of the MSME digitalization system in Guranteng Village is expected to boost economic income sources and improve the community's welfare, thereby accelerating the realization of comprehensive rural community development. Therefore, assistance efforts that originate from local assets are highly needed. This is why the service project is titled "Digitalisation of Micro, Small, and Medium Enterprises (MSMEs) Community in Tourism Village"

## **METHOD**

Several strategic steps can be taken to realize the expectations related to the asset development program (tourism potential and MSMEs) in Guranteng Village:

- 1) Provide socialization and assistance regarding the urgency of developing superior local assets for the surrounding community, especially in hamlets with potential tourist attractions.
- 2) Conduct mapping of the superior assets in Guranteng Village that have the potential to be further developed into tourist destinations.
- 3) Build synergistic relationships through cooperation with stakeholders, including government elements, managers, academics, practitioners, the private sector, and other related parties, in applying management standards from the planning, implementation, promotion, and control/evaluation stages.
- 4) Provide assistance, training, workshops, seminars, or counselling related to the standardization of tourism management based on digital technology.

Secondly, in the MSME sector, several strategic steps can be taken as follows:

- 1) Provide training, workshops, seminars, or counselling related to the urgency of digital-based MSME management (MSME digitalization).
- 2) Offer assistance to MSME operators to improve the quality of their products, including packing/packaging processes, brand design (branding), product manufacturing/processing standards, business licensing, halal certification, and marketing.
- 3) Establish collaborations with relevant parties, such as village

cooperatives, Bumdes (village-owned enterprises), government institutions, academics, practitioners, and the private sector, to enhance the quality and quantity of MSME production.

In addition to being a village with a tourism area, Guranteng Village also has outstanding potential to develop family economic resilience through MSMEs. The increase in community participation in MSME activities was triggered by the change in Guranteng Village's status to a tourism village in 2021 (Bahrum, personal communication, June 8, 2023), (*Surat Keputusan Kepala Desa 147.22/08/Kep-Des/2021 Tentang Pembentukan Kelompok Sadar Wisata (POKDARWIS) Desa Guranteng Kecamatan Pagerageung*, 2021). The development of MSMEs in Guranteng Village, coordinated by UP2K at the

village level, has become one of the priority programs of the village government, offering guidance, training, and evaluation of MSME management. This effort is in response to the influx of tourists visiting Guranteng Village, opening wide marketing segmentation opportunities for local MSME products, which is ultimately expected to increase the economic income of the village community.

According to the document data published by the village government, in 2022, there were 54 MSME groups in the village offering products in both services and goods. In terms of production, most MSMEs are engaged in providing goods or food, utilizing locally available raw materials from the surrounding village area. Broadly, the MSME business sectors in Guranteng Village, based on their raw materials, can be seen in the following Table 2.

Table 2 Analysis of MSME Products in Guranteng Village (Mubarak, 2020)

No	MSME Product Analysis in Guranteng Village	
	Type of Material	Product Result
1	Fresh cow's milk	milk crackers, milk candy, milk cakes, yoghurt, milk sistik, and milk tofu
2	Processed tubers	cassava chips, taro chips, gadung chips, comring, glass chips/pikca, comet
3	Processed banana and breadfruit	banana chips, molen, fried bananas, and breadfruit chips
4	Processed wheat flour, flour, and starch	seroja, sistik, cakes, various snacks, babangi, and crackers
5	Processed sticky rice and rice	ragginang, opak, dodol, wajit, and angleng

Table 2 shows that the leading potential of MSMEs in Guranteng Village, based on data from documents sourced from the village government, is a variety of food products made from materials readily available in the village area, such as fresh cow's milk, cassava, taro, grading, banana, breadfruit, wheat flour, starch, flour, sticky rice, and rice.

In assisting the digitalization of MSMEs in the village tourism area, using a community-based development approach (asset-based community

development), the focus is on utilizing the leading assets owned by the assisted community (Maulana, 2019). The ABCD method is an approach to community development that emphasizes identifying and leveraging the strengths, potentials, and assets available from the outset. This approach directs the community towards understanding and internalizing assets, potentials, strengths, and their utilization independently, adhering to the principles of "half full is more meaningful,"

"everyone has potential," "participation," "partnership," "positive deviance," "originating from within the community," and "focusing on energy sources" (*Panduan KKN ABCD, UIN Sunan Ampel Surabaya*, 2016, p. 26), 2016). To explore the potential possessed by the community while also realizing their hopes, aspirations, desires, and even dreams, the following strategic steps are carried out with partner institutions:

1) Discovery

Uncovering (exploring) the potential assets, successes, achievements, and happiness that the Guranteng Village MSME community has experienced, and then providing positive energy appreciation (optimism) for the proud achievements that have been accomplished. The assisted community is given ample time to talk, be interviewed, and dialogue about important events they have experienced during their business journey, starting from the chronological stages of business initiation, hard work, perseverance, implementation process, competition awards, praise, promotion, marketing, socialization, to the stage of success that led to the formation of Guranteng Village MSMEs with the application of digital technology.

2) Dream

Gathering information related to the hopes, aspirations, desires, and even dreams that have always been on the minds of the Guranteng Village MSME community for the future. Each individual is allowed to express the hopes, dreams, desires, and aspirations they wish to achieve. The community is encouraged to think about things that inspire enthusiasm, creativity, and the best future. These dreams will formulate concrete steps for the Guranteng Village MSME community to pursue. The expression of aspirations will be adjusted according to the community's

potential assets, capabilities, energy, and time to realize the series of hopes.

3) Design

Designing steps for success to realize the dreamed future. This stage involves formulating the big dreams that the community wants to achieve. The Guranteng Village MSME management community selects design elements that significantly impact and create provocative strategies and plans that encompass the most desired community qualities when formulating strategies to produce a plan. Participants collaborate on the qualities of communal life they want to protect and the relationships they want to achieve. The community learns about their strengths or assets to start utilizing them in constructive, inclusive, and collaborative ways to achieve the aspirations and goals previously set (in the dream stage).

4) Define

The community is asked to revisit the vision of the future and select the images that most resonate with them, the elements they feel are most important, and call them to action. Together, the community is asked to identify the elements of success needed to realize their dreams through principles, criteria, and indicators.

5) Destiny

This stage involves examining and discussing the moments that must be leveraged to realize shared dreams. At this stage, the community begins to formulate collective steps by reflecting on the vision board, using the hierarchy of effects method, often called the ladder of change. This phase specifically focuses on how community members can move forward. The final step is to implement the agreed-upon activities to fulfil the community's dreams by utilizing assets to increase the economic

income of the Guranteng Village MSME managers.

## **RESULTS AND DISCUSSION**

### **1) Real Mapping of MSMEs in Guranteng Village**

To obtain more accurate, objective, and comprehensive data on MSMEs for mapping business groups, which will then serve as a basis for designing training models and further assistance strategies (Alford & Page, 2015), field observations and in-depth interviews were conducted with business groups located in their respective areas (a total of eleven hamlets/villages). The data collection effort took two days due to the large area of Guranteng Village and the significant distance between one village and another.

The observations and interviews aimed to comprehensively gather MSME data, including the name/owner of the MSME, trade name/brand, business field/product output, type of business license (NPWP, NIB, P-IRT, Halal Certification, BPOM, and HaKI), year established, number of employees, monthly production volume, complete address, marketing media (online or manual), training attended, and business problems faced (Interview Guidelines and Forms). This data was deliberately collected and accurately explored, considering that the realization of the community service program targets—whether in the form of training activities, counselling, seminars, or assistance—would focus on the MSME groups in Guranteng Village (the assisted community) that are already running their business activities and are proven by their product output.

From the results of field observations and in-depth interviews with the residents' business groups, after first ensuring coordination, socialization, and permission with the local area head (punduh), real field data was obtained as described below:

**Kupa Village:** Demographically, Kupa Village is one village directly bordering another village, Nanggewer Village. The majority of its residents work as farmers. They cultivate their farms independently, and their produce is used as a source of family income. For example, they grow cardamom, coffee, cassava, bananas, timber for construction, and palm trees, which are traditionally sold directly to middlemen (in bulk).

Unsurprisingly, the residents of Kupa Village do not have an active household processing MSME group that is seriously managed or interested in applying digitalization to develop their businesses (Kawil Kampung Kupa, personal communication, October 2023). However, in 2021, there were a few residents (the family of Mrs. Enur) who started a household business producing milk candy, but it lasted only a short time due to difficulties in marketing, leading to the cessation of their business activities. As a result, Mrs. Enur's family decided to move all their business activities to Bekasi City to facilitate access to product marketing (Kawil. Kampung Kupa, personal communication, October 2023).

### **Ciguha Village**

Unlike Ciguha Village, according to government data sources, this village already has a functioning household processing MSME group, specifically in the production of milk crackers. From the observations and interviews, it was found that Ciguha Village has two families actively engaged in business: Mrs. Dali Daliana, who produces milk crackers under the trade name "Berdikari," and Mrs. Ai Siti Romlah, who produces citruk and cassava chips under the trade name "Dua Bungsu." The challenges they face in their business activities include business licensing (NIB, PIRT, and Halal Certification), label design that meets

market distribution standards, and optimizing online marketing (D. Daliana, personal communication, October 2023).

#### Cikerenceng Village

Interviews and observations in Cikerenceng Village revealed that two individuals have been successfully operating household food processing MSMEs with tangible products: Rizki Sudrajat, who produces fish crackers under the trade name "Al-Basith," and Husen Firmansyah, who produces young coconut nectar under the trade name "Ananda" (Cikerenceng Village Coordinator, personal communication, October 2023). Challenges in their business activities include label design that does not meet distribution standards, incomplete business licensing (NIB, PIRT, and Halal Certification), and optimizing online marketing (R. Sudrajat, personal communication, October 2023).

#### Guranteng Village

Interviews and observations in Guranteng Village indicated that two household food processing MSMEs are operating successfully with tangible products: Majid, who produces "pikca" and "babangi," and Enco Baehaqi, who produces Zam Zam yogurt ice under the trade name "Zam Zam Yogurt" (RW Kampung Guranteng, personal communication, October 2023). Both MSMEs have functioning marketing strategies, and their business licensing is complete, including PIRT, Halal certification, label design that meets distribution standards, and BPOM certification for yoghurt ice products (E. Baehaqi, personal communication, October 2023); the only remaining challenge is strengthening online marketing optimization.

#### Leuwihalang Village

Interviews and observations in Leuwihalang Village revealed that the household food processing MSME producing "wajit" and "angling," owned by Mrs. Cucu Sobariah under the trade name "Mekar Saluyu," is already operating successfully. However, like other MSMEs, they face several challenges in their business activities, including label design that does not meet distribution standards, incomplete business licensing (NIB, PIRT, and Halal Certification), and optimizing online marketing (Kawil Leuwihalang, personal communication, October 2023).

#### Cijamaka Village

From interviews and observations, it was found that the household food processing MSMEs that are operational and have produced products include cassava chips, banana chips, taro chips, and "sistik" under the trade name "Waluya," owned by Mrs. Enok Suryani, and various chips produced by Dudi Nurdiana under the trade name "Famili Jaya Mandiri." Several challenges in their business activities include label design that does not meet distribution standards, incomplete business licensing (NIB, PIRT, and Halal Certification), and optimizing online marketing (E. Suryani, personal communication, October 2023).

#### Cikadu/Picung Village

Interviews and observations showed no operational household food processing MSMEs in Cikadu/Picung Village. This is because the majority of residents focus on caring for cows as a source of fresh milk, leaving them with no time to engage in other activities, including food processing businesses. The residents believe that dedication to caring for cows positively impacts the family's income. Therefore, from morning until late afternoon, their time is devoted to tending the cows. The only free time



they have at home is during the night, but they use that time to rest. This routine is followed almost every day, with their only day off being Friday morning, as they must return to tending the cows in the afternoon and evening (Kawil Cikadu/ Picung, personal communication, October 2023).

#### Cisema Village

Interviews and observations revealed that the household food processing MSMEs that are operational and have produced products include the production of spicy cassava chips (Pikda) under the trade name "Pikda Rizki 17," owned by Mr. Ramdan (Kawil Kampung Cisema, personal communication, October 2023). Challenges in their business activities include label design that does not meet distribution standards, incomplete business licensing (NIB, PIRT, and Halal Certification), methods for business development, and optimizing online marketing (Ramdani, personal communication, October 2023).

#### Parung Village

Interviews and observations showed that there are no active household food processing MSMEs in Parung Village. However, in other sectors, there is an operational business (RW Kampung Parung, personal communication, October 2023), specifically a business providing plastic raffia string under the trade name "Mobil," owned by Mr. Yusuf. The marketing activities are well-established and extend beyond the county to areas such as Pangandaran, Ciamis, Kawali, and others (Yusuf, personal communication, October 2023). Wahana Alam Parung (WAP), a tourist area in Parung Village, has contributed to the residents' lack of interest in food processing MSMEs. Instead, Parung Village residents are more inclined to open shops or stalls

near the tourist area, along the roadside, in parking lots, or inside the tourist area.

#### Harentang Village

Interviews and observations revealed that the household food processing MSMEs that are operational and have produced products include cassava chips, "sistik," and "comring" under the trade name "AF," owned by Mrs. Toto. This business has been running for two years and has a market segment with regular weekly orders to the Bandung area. However, several business challenges remain, including label design that does not meet distribution standards, incomplete business licensing (NIB, PIRT, and Halal Certification), and optimizing online marketing (Yusuf, personal communication, Oktober 2023).

#### Guranteng Village MSME Mapping

The real mapping of MSMEs in Guranteng Village, focusing on the household food processing business group before any assistance (pre-service), revealed two fundamental factors that hinder business development: business licensing and marketing aspects, as illustrated in the following pie chart. Mapping of Assisted Communities from 16 Household Food Processing MSMEs in Guranteng Village

After conducting observations and interviews, two fundamental factors were identified as obstacles in business development: business licensing and marketing aspects, as shown in the following pie chart (Figure 1).

Some MSME managers operate their businesses based on a pre-order principle, meaning they produce goods only when they receive orders from consumers/customers, such as Mrs. Dali Daliana with her milk crackers and Mrs. Cucu Sobariah with her wajit and angleng products. However, MSME groups also carry out their business

activities (producing goods) regularly without waiting for orders from consumers because they already have

their own market segments, even though they still rely on traditional marketing methods.

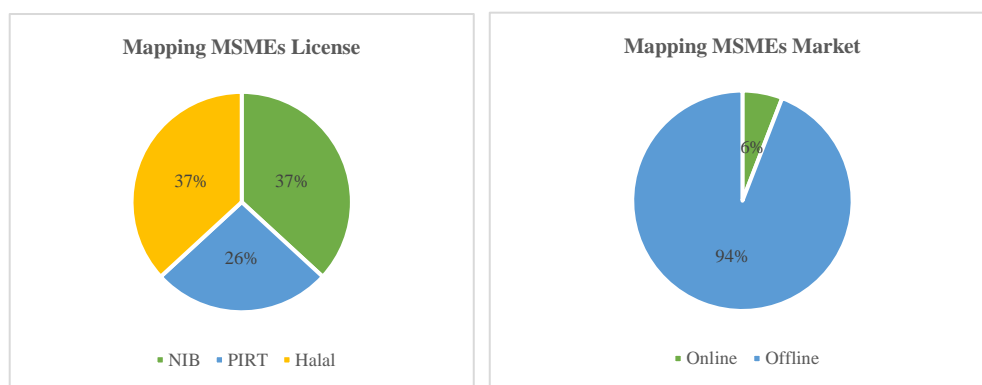


Figure 1 Diagram of basic problems in managing MSMEs in Guranteng Village (Bahrum, personal communication, June 8, 2023)

## 2) Training and Assistance Program Strategy

Based on the table of the target audience for assistance, it was found that the MSME community in Guranteng Village faces several challenges that often become classic problems in managing and developing their businesses, particularly in marketing, both traditional (offline) and especially digital (online) (Nurfalaqi et al., 2023). Regarding traditional marketing, most MSME managers already have active product marketing segments/customers, with some extending their market reach to other regions (Putra, 2023).

However, digital marketing has not been fully optimized. MSME managers only use social media platforms such as WhatsApp (WA) and Facebook (FB) to market and offer their products. In contrast, the opportunities for marketing and offering products through e-commerce applications have yet to be explored (Arumsari et al., 2022). This is due to a need for theoretical and practical knowledge in e-commerce-based marketing applications (Silalahi et al., 2022).

To optimize the potential of household food processing MSME products by utilizing digital technology,

several documentation requirements must first be met by business operators, including information related to the products, such as business licensing (NPWP, NIB, PIRT, and Halal Certification); standardized distribution-ready label design (brand name, product type, logo image, ingredient list, net weight, expiration date, name and address of production, and nutritional information); product photos or videos; digital transaction tools; and other necessary documents.

To address the challenges faced by business operators in developing their business activities, several stages of a tiered assistance program strategy were implemented, including:

### NIB Online Registration

The NIB registration assistance strategy was carried out directly (proactively) by visiting the production locations of six MSMEs in Cisema, Tewel, Ciguha, Leuwihalang, and Harentang Villages. First, community assistance participants were guided to fill out the OSS RBA MSME NIB Registration Form for Guranteng Village, which required the following attachments: a photocopy of the business owner's ID card, a photocopy of the family card, a

photocopy of the business owner's NPWP (if available), BPJS (if available), and BPJS employment insurance (if available).

Second, the PkM Team helped create an email address for the relevant MSME managers (as one of the requirements for online NIB registration) and then registered the NIB online on the website <https://oss.go.id/>, recording the user and password for NIB registration. Third, the PkM Team conducted interviews and inputted data related to the business profiles of each assisted MSME. Fourth, after the NIB was issued, it was downloaded, printed, and handed over to the relevant MSME managers, while the PkM Team retained a copy as part of the requirements for applying for PIRT.



Figure 2 NIB Online Registration Assistance for MSME Managers in Guranteng Village

### PIRT Registration

The technical training for PIRT (Household Food Production Certificate) registration involved all MSMEs in Guranteng Village, particularly those in the household food processing category. This included assisted communities that already had NIB, were in the process of obtaining it, or had not yet acquired it. The expected outputs of this program are as follows: MSME managers in Guranteng Village will have comprehensive knowledge of PIRT registration, both administratively and technically; a direct cooperative relationship will be established between MSME managers in Guranteng Village, the Tasikmalaya District Health Office, and the Pagerageung Subdistrict Health

Center as the formal institutions responsible for issuing PIRT certificates, and field inspections of the production process flow will be conducted to expedite the PIRT issuance process; and the issuance of PIRT documents for MSMEs in Guranteng Village that have not yet obtained them.

The follow-up to the technical training on PIRT registration, initiated by the Tasikmalaya District Health Office facilitators, includes guidance for the PkM Team in scheduling field assistance for MSMEs in Guranteng Village related to online PIRT applications. Once this assistance is completed, meaning the MSME managers have obtained the provisional online PIRT certificate, they are expected to coordinate immediately with the district health office or the subdistrict health centre to conduct a field inspection of the production process flow at the MSME locations.



Figure 3 Online PIRT Registration Assistance for MSME Managers in Guranteng Village

### Labeling and Packaging Design Assistance

The selection of assisted communities for labeling design, including packaging for MSME products in Guranteng Village, was based on several criteria: first, MSMEs that already have product names/results, such as keripik lada (spicy cassava chips), various snacks, milk crackers, citruk (traditional crackers), cassava chips, wajit (a traditional sweet), angleng (a sticky rice snack), taro chips, banana chips, and

other food products; second, MSMEs that already have a brand name/trademark, such as Citanduy Titik Nol (Cikadu Village), Rizki 17 (Cisema Village), Putri Bungsu (Tewel Village), Berdikari (Cijamaka Village), Dua Bungsu (Ciguha Village), Al-Bashith (Cikerenceng Village), Waluya (Cijamaka Village), Mekar Saluyu (Leuwihalang Village), and AF (Harentang Village); third, MSMEs that have obtained legal distribution permits, such as POM (Food and Drug Monitoring Agency), PIRT, and Halal certification; and other criteria including the completeness of the product information required for distribution.

After collecting complete information regarding the design materials for product labels from each MSME, discussions were held with the PkM partner, PT. Sahman Asa Adiwarna is a partner organization that provides consulting services, label design, and printing/screen printing for MSME product labels according to their needs. The labelling process was consistently coordinated, and the MSME managers communicated with them to ensure that the label and packaging designs aligned with the desires of the assisted community and were based on mutual agreement.



Figure 4 Labeling and Packaging Training for MSME Managers in Guranteng Village

### Digital Marketing Training via Shopee Application

The technical training on digital marketing was conducted considering

the potential products generated by MSMEs in Guranteng Village, such as robusta coffee, cassava chips/pikda, various snacks, milk crackers, citruk, cassava chips, fish crackers, taro chips, banana chips, and sistik (a traditional snack), wajit (a traditional sweet), angleng (a sticky rice snack), and comring (traditional crackers). These MSME products already had their own marketing segments within and outside Guranteng Village. However, in practice, MSME managers often encounter challenges, particularly with transportation costs for product delivery, especially when sending small orders. After calculating, the income from product shipments sometimes failed to cover the production costs, resulting in losses for the assisted community.

To address the business challenges faced by MSMEs in Guranteng Village, a digital marketing training session was organized. The session focused on digital-based MSME products using social media and e-commerce platforms. Social media marketing focuses on optimizing WhatsApp (WA) and Facebook (Fb) as promotional media. For e-commerce platform marketing, the training concentrated on using one of the marketplace services, specifically the Shopee application.

The target participants for this training were MSMEs in Guranteng Village deemed ready to market their products online, meeting several criteria: ongoing business activities, having packaged products, possessing proper labels (including complete product and brand information), and committing to developing their current business activities.

The digital marketing training (outcome) is expected to enhance the competence of business operators in expanding their business activities more broadly through digital technology. The outcomes are realized through several targets achieved during the training,

including MSME managers in Guranteng Village gaining knowledge and skills in online marketing both theoretically and practically, creating accounts as sellers on the Shopee application and managing their business activities on the platform, and expanding their network for product promotion and marketing.

To provide competency in online marketing for Guranteng Village MSME products through the Shopee application, participants were given the following materials: Product Categories and Prohibited Products, How to Register a Shopee Account, Available Shipping Services on Shopee, My Account Settings: Account Profile, My Address, Bank Account Number, Checking Shopee Username, Opening a Store and Uploading Products, Setting Shipping Services: Product Level and Store Level, Tutorial on Setting Store Promotions on Shopee, Tutorial on Setting Store Vouchers on Shopee, the Process Flow for Receiving Orders on Shopee, and How to Process Orders on Shopee.

After the digital marketing training, the outcomes for the MSMEs in Guranteng Village included: MSME managers now have seller accounts on the Shopee application, are managing promotions and marketing digitally, possess skills in photographing their products, and have technical abilities in managing product orders on the Shopee application.



Figure 5 Training on Promotion and Marketing

## CONCLUSION

To optimize the potential of processed food products from Guranteng Village MSMEs by utilizing digital technology, several required documents must first be completed by the business operators, including: business permits (NPWP, NIB, PIRT, and Halal Certification); standardized label design for market distribution (trade name/brand, product type, logo, ingredients list, net weight, expiration date, production name and address, and nutritional information). Once the product information is complete, MSME operators can develop business promotions through social media and e-commerce applications. This enables village MSMEs to navigate challenges, compete effectively, adapt to technological advancements, and transform from traditional (conventional) business management to digital management.

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