

Research Article

Assistance and Empowerment of MSMEs: Application of Information Technology (E-Commerce) in Increasing MSME Income in Ciburial Tourism Village

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Abstract.

Assistance and empowerment is carried out for the perpetrators of micro, small, and medium enterprises (MSMEs) of honey products in the Ciburial Tourism Area. The advantage of Ciburial Village is that it has a village website. The problems faced by businesspeople are low sales volume; the hosting capacity of the village web is still limited only for tourism promotion; and the community, especially businesspeople, are still not used to using the web. This is due to the limited information related to the marketing process of profitable finished products and businesspeople have not utilized the application of information technology as a marketing strategy for market expansion. Assistance and empowerment are carried out through training in creating websites and registering their products in several marketplaces. With the help of the training carried out, businesspeople have been able to create and have websites to introduce their products to consumers by registering in the marketplace. Furthermore, they were also able to maintain the website and marketplace that they already have so that they can be used all the time in order to increase profitable sales volume and increase the income of these businesspeople.

Keywords: micro, small and medium enterprises, information technology applications-e-commerce, sales volume

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Published 30 October 2023

Publishing services provided by
Knowledge E

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Selection and Peer-review under the responsibility of the 5th Sores Conference Committee.

1. INTRODUCTION

Vision " Realizing the Ciburial Champion with the 'Sabilulungan' Forward Movement and Actively Based on Religion and Culture." To realize this vision, several missions have been carried out, one of which is "Improving the productivity and competitiveness of the community's economy." This mission means that the people of Ciburial Village must be able to create home-based industries or productive MSMEs in order to support the life of


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the community so that they can increase their income and standard of living in particular and are expected to increase village income in general. On March 17, 2022 and March 29, 2022 a team consisting of 4 lecturers from the Faculty of Economics and Business conducted a survey to collect data on MSME business activities and the problems that must be overcome are regarding honeycomb suppliers, a list of customers who need honey products, the volume of production, and MSME honey product marketing mechanism in Ciburial Village. The challenges faced in the business activities of this product are related to the sales and marketing of the products produced [1]

E-Commerce is the process of buying and selling goods and services electronically (digitally) through computerized business transactions. Access to digital technology is used in business to share, communicate, collaborate, buy and sell products and services [2]. E-Commerce information technology will accelerate business decisions, be able to further increase profit competitiveness and increase MSME income [3], [4]. In the modern era of digitalization, the phenomenon of E-Commerce is growing, especially in emerging markets it has grown rapidly and companies have begun to prefer to buy and sell online. India's E-Commerce Market growth is expected to reach 64 billion US dollars by the end of 2020. Likewise, according to China's online trading market data, China has reached a market of 574 billion US dollars in 2018 [5].

Previous research related to the issue of E-Commerce in MSMEs was also conducted by stated that e-commerce is very functional in terms of business transactions [6]. In addition, the use of e-commerce is more effective in maintaining business continuity in the face of competition, significantly effective on performance elements such as financial performance, internal processes, customers, growth and learning.[7], [8] Furthermore stated that the implementation of e-commerce is important in sustaining the success of MSMEs because they can take advantage of potential markets and efficiency in marketing costs. [9], [10]

One of the e-commerce that is carried out is the media website and market place. A website is a collection of interconnected web pages and all interrelated files consisting of a page or pages and a collection of pages called the homepage. The advantage of using the website is to support MSME business practices in introducing and promoting products to be marketed effectively, easily accessible

to customers with inexpensive marketing costs [11]. While the market place is an easy market and quite simple for buyers. From product selection to customer support, it's all there. In addition, market owners are constantly coming up with new features and tools to keep sellers and buyers happy [12]. Mentoring and empowerment is done through training. The training and mentoring method in the form of website creation

and registration on the market place is very beneficial for PKM partners because it provides effective output in understanding easy and appropriate marketing methods so as to increase sales volume. Ban conducted website training for several MSMEs in Korea, revealing that MSMEs succeed to create websites well and were able to use the website effectively in marketing their products so as to increase the number of buyers. [13] Mullins.et.all through his research on web site and market place training conducted on several MSMEs in several European countries such as the UK, Germany, Poland, the Slovak Republic and Portugal stated that with the training, MSME were able to increase their knowledge. in the field of sales information technology and can take advantage of the website and market place to improve the quality of its marketing so as to increase the number of customers who are interested in the products being sold. Furthermore, it will increase its sales volume.

2. METHODS

The Community Partnership Program (PKM) activities for the 2021/2022 Community Partnership Program are carried out offline in the form of 3 face-to- face meetings while still paying attention to health protocols. Following are the stages of PKM activities in the table below:

The contribution of partners (bee cultivation community) from business actors in PKM activities in Ciburial Village are:

3. RESULTS AND DISCUSSION RESULT

Based on the solutions and problems of partners, as well as the activities that have been carried out, some of the results that have been achieved are:

3.1. Display of Website

Link Website : <https://shihamadu.wixsite.com/site>

3.2. Display of Market Place

TABLE 1: PKM Activities in year 2021/2022.

Steps	Activities	Explanation	Output
	(Ciburial Village website, marketplace, and other online media)	(example: Bukalapak, go food, tokopedia, etc.) or other online media	online media marketplace,
IV	Assistance and Empowerment of MSME Partners in using the right e-commerce applications for MSMEs	-Provide usage training Information Technology for SMEs -Give Accompaniment on the use of the required application	MSMEs are able to use e-commerce applications (websites) and other necessary applications. The steps for creating a website are as follows: First, open the site Wix.com, then click on the start button Login using ID already registered or can using account other social media, like Google account, Facebook, dan other. If you have do login, the next step choose site type desired website Selecting features which will be used on the website that want to use. Choose a method in making website, for beginners can choose the option that is on the left and answer some questions whereas for which are already experienced and want to design web itself can choose option in to the right. Enter business name or websites that want to use Enter address owned business. Next input personal data and business logos. 9.Select the desired theme. Select the pages that we want to use for the website we create The website has been completed for initial design, next is the final display design and includes features that have been added previously. The final view of the finished website

TABLE 2: Contribution of Honey Business Partners.

No	Institution	Contribution
1	MSME Honey Community Ciburial Village	The list is related to the raw materials needed, namely honeycomb which still has to be processed
2	MSME Honey Community Ciburial Village	List of produced honey

4. DISCUSSION

Based on the survey results, it can be seen that the problems faced by the honey industry MSMEs (Aep Madu) are regarding the production of honeycomb raw materials and the inadequate marketing of honey products that have not been able to increase the income of the MSMEs. Based on the existing problems, the PKM Team helps to overcome them by providing training followed by assistance regarding data collection on honeycomb raw material suppliers, data collection on honey customers, and website creation and registration on Tokopedia as a medium for marketing the honey products produced so that SMEs are able to increase their income up to 30%.

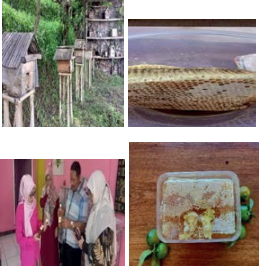



Steps	Activities	Explanation	OUTPUT
I	Make a list related to the volume of production, marketing mechanisms for MSME honey products in Ciburial Village	Collecting data through the head of the MSME community related to the data	<p>The volume of production produced by the Honey business. Aep Honey Company has an average daily production of 5 to 8 kg of honey.</p>  <p>Sarang madu: Apiscerana</p>  <p>Madu Hutan</p>
			 <p>Madu Melifera</p>  <p>Madu Melifera Carva</p>
II	Make a list related to customers who need products produced by SMEs in Ciburial Village	Contacting related parties who need the honey produced	List of customers who need honey products produced by SMEs in Ciburial Village a. Rumah Sehat Thibbun Nabawi Center (TNC) Babussalam ciburial. b. Babussalam Islamic Boarding School Congregation (BBS)
III	Integrating this information with available Information Technology (Ciburial Village website, marketplace, and other online media)	The information is listed on the Ciburial Village website, marketplace (example: Bukalapak, go food, tokopedia, etc.) or other online media	Aep company yet have a web-side in market their production so that the product is not known by many people. Therefore the PKM TEAM do assistance to develop a web-site and market place through training
IV	Assistance and Empowerment of MSME Partners in using adequate e-commerce applications for MSMEs	<ul style="list-style-type: none"> - Provide training on the use of Information Technology for MSMEs - Provide assistance on the use of the required application 	<ol style="list-style-type: none"> 1. Aep Madu Company has been able to create a web site and register to the market place (Tokopedia). 2. Able to use the marketplace as a means to market their products 3. Able to maintain the site on the website and market place that has been created. 4. AEP honey company after being given training, its sales increased by 30%

Figure 1: Results achieved.

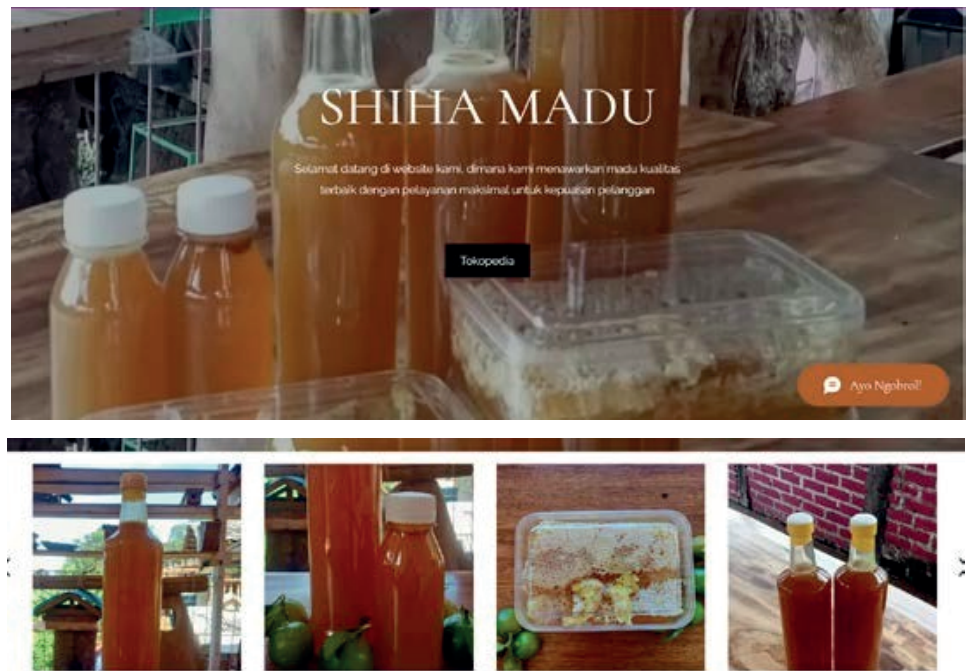


Figure 2

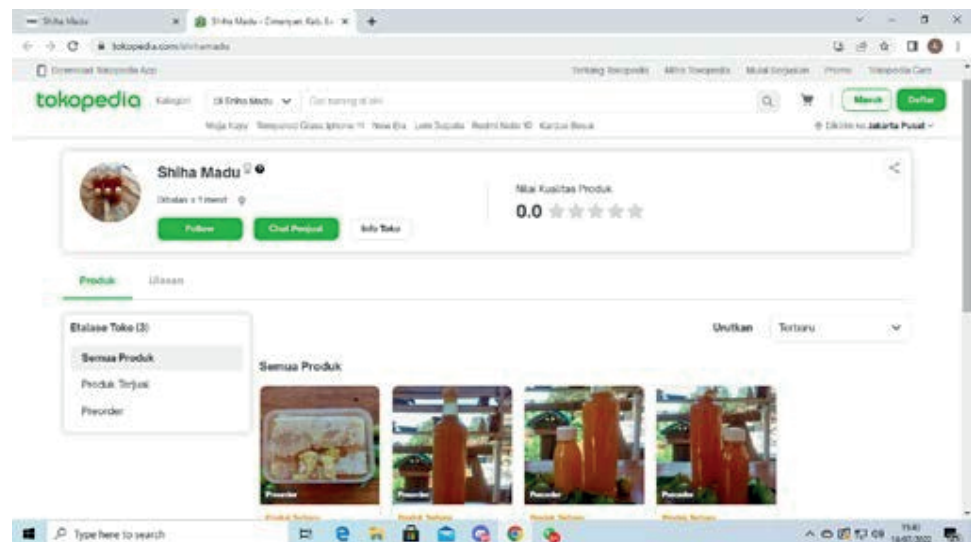


Figure 3

5. CONCLUSIONS

Community Service Activities with the Community Partnership Program (PKM) for the academic year 2021/2022 can be carried out as planned.

Based on the results of the survey, training, and mentoring conducted by the PKM Team, the results are as follows:

1. UMKM PKM partners already have a list of honeycomb suppliers as additional raw materials that must be processed so that they can increase production results.
 2. UMKM PKM partners already have a list of permanent customers for the production of honey.
 3. UMKM PKM partners have been able to market their products using information technology (e-commerce) through the website and market place (Tokopedia).
1. Through point 3 marketing media, the MSMEs are able to increase their sales by up to 30%. It is expected that in the future sales volume can increase by more than 30%.

ACKNOWLEDGMENT

This research cannot be carried out optimally if it is not fully supported by funding from the Institution of Research and Community Services at Bandung Islamic University. Our team is very grateful to the Chairman of the Institution of Research and Community Services at the Islamic University of Bandung. We also do not forget to express our deepest gratitude to the Dean of the Faculty of Economics and Business and the Chairman of the Accounting Study Program at the Islamic University of Bandung for giving strong motivation and fully supporting the implementation of this research. Hopefully this research will continue so that it can advance Bandung Islamic University from increasing research dharma.

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