

Digital Marketing Assistance and Business Legality at MSME Mbok Karti Catering

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Abstract

A small business called MSMEs Mbok Karti Catering specializes in creating a variety of cakes for meetings and other events. However, this business faces several obstacles. Firstly, they have limited reach when it comes to distributing and marketing their products, which limits their ability to serve a larger area. Additionally, they do not currently possess a business license, which further hinders their marketing efforts. To address these challenges, a service team has stepped in to provide assistance with digital marketing and help the business obtain the necessary licenses. Thanks to this support, Mbok Karti Catering's products can now be marketed directly through social media and the business now has a complete license. As a result, Mbok Karti MSMEs have been able to increase their product sales and improve their overall turnover.

Keywords: *SMEs, digital marketing, business legality*

1. INTRODUCTION

In Indonesia, Micro, Small and Medium Enterprises (MSMEs) are primarily household businesses that employ a significant amount of labor. As per the Ministry of Cooperatives and SMEs data in 2019, there were 65.4 million MSMEs and 65.4 million business units that could provide employment to up to 123.3 thousand workers. This highlights the significant contribution of MSMEs in tackling unemployment in Indonesia. The number of MSMEs is steadily increasing, and this trend will positively impact the Indonesian economy. According to the Ministry of Cooperatives and SMEs, MSMEs contribute 60.5% to the National GDP, indicating their potential to further contribute to the economy.

As per Law Number 20 of 2008, MSMEs are defined as productive businesses that meet specific criteria for micro, small, and medium enterprises. Micro enterprises are owned by individuals and/or business entities that meet the criteria for micro businesses, while small and medium enterprises are standalone productive economic entities that meet specific criteria regulated by the law.

To succeed in this ever-changing business landscape, MSMEs must adapt to modern technological developments, including the use of social media, and incorporate technology into their business development plans. This will support their marketing strategies and increase productivity, ultimately leading to business success. As competition in the market grows, MSMEs must be creative and seize opportunities to survive and grow. Technological advancements have a significant impact on businesses, and MSMEs must adapt to the shift from conventional to contemporary marketing methods, which are now primarily online. The main objective of "digital marketing" is marketing that utilizes digital tools or media to reach target consumers quickly, precisely and widely (Septiningrum, Sadiyah, Hasan, Gustiasari, & Darsita, 2020). Apart from that, it can also be more effective and efficient in using advertising funds for business purposes (Afifah, Najamuddin, & Humaeira, 2019; Barokah, Wulandari, Sari, & Yuditama, 2021). The socialization of digital marketing strategies in the form of using social media is very important because it can provide knowledge to MSMEs regarding the methods and stages of expanding consumer networks through the use of social media in

marketing their products so that they can increase competitive advantage for MSMEs themselves (Sulaksono, 2020).

Mbok Karti Catering is an MSME that has established a strong market and sales network in the Karanglewas, Ajibarang, and Cilongok areas, making it a successful business. Initially, this MSME had several employees working with them. However, like many other MSMEs, Mbok Karti Catering has faced several challenges that have decreased its sales turnover and limited its distribution network. These obstacles include limited access to capital, licensing issues, lack of innovation, and technological failures. Limited capital is the most common problem faced by MSMEs, with many business owners having to put their ideas on hold due to insufficient funds. Unfortunately, many MSMEs struggle to obtain additional capital from financial institutions due to unfulfilled requirements. According to a survey conducted by Pricewaterhouse Coopers, 74% of MSMEs in Indonesia do not have access to financing.

The next problem faced by MSMEs is licensing constraints. Many MSMEs do not have legal entities, which can hinder their business and make it more difficult to access capital when applying for financing. This can limit the growth potential of MSMEs. Another challenge for MSMEs is low innovation, which can have a negative impact on sales. Consumers are less likely to buy products that lack innovation. It is important to increase knowledge of product innovation to overcome this challenge. Additionally, few local MSMEs have been successful in penetrating the international market. Indonesian MSME products are not as competitive as similar products from foreign countries in terms of quality and price. This is due to the fact that products are often created from immature concepts or follow trends, resulting in similar products that do not stand out to consumers. Initially, there may have been high demand for these goods, but over time, demand decreases as consumers become bored with similar products. For this reason, MSME players are expected to be able to think critically and be innovative in producing goods and services. Even though the goods offered are similar, if each has significant differences, consumers have many choices. MSME players can conduct research on consumer behavior as well as trial and error to find out the right formula for the product they produce. Existing technological developments also open up opportunities for you to take part in training or workshops that are beneficial for the continuity of your business. Apart from paying attention to product quality, improving services is also important to pay attention to, especially for MSME players in the service sector.

The next problem is that there are still many MSME players who are still technologically illiterate. In the era of digital communication, business actors are required to be able to adapt to current developments, where current technological developments have given rise to the digital economy which actually brings many benefits to MSME players, not only in marketing their products but also facilitating the productivity process of MSME players. The presence of marketplace channels and social media opens up opportunities for MSME players to introduce their products to a wider realm. Apart from that, the productivity of MSME activists is becoming easier and more efficient thanks to technological developments, starting from doing digital bookkeeping, paying taxes through application systems, and so on.

Therefore, the Community Service team is trying to provide business assistance to mitigate several obstacles faced by Mbok Karti MSMEs. The assistance we provide is to help with business licensing and digital promotion.

2. METHOD

This method of implementing community service is carried out through holding practical and applicable Digital marketing training for MSMEs including an introduction to Digital marketing then How to use Digital marketing to MSME Applications at the end of understanding Digital marketing which is presented in the form of lectures, field/technical practice and discussions. The aim is to achieve an understanding of the importance of using digital marketing in Mbok Karti catering MSME marketing which is managed by the owner.

The method of this activity is in the form of training for MSME actors. After completing the training, they are then guided to apply the results of the training in order to utilize social media applications in marketing.

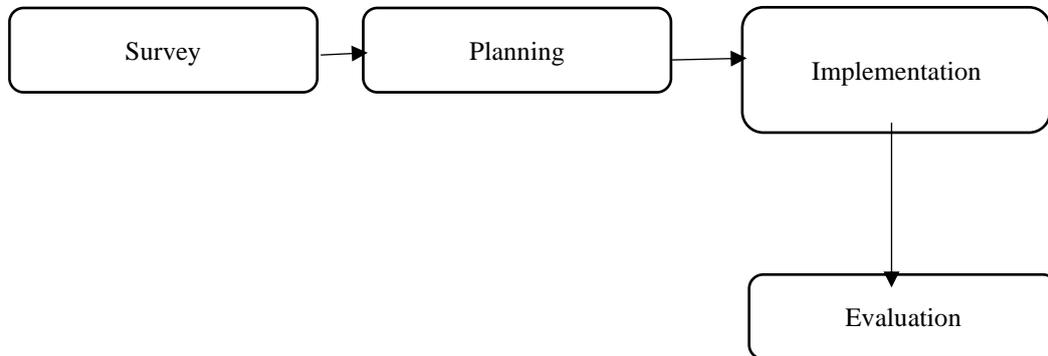


Figure 1. *Stage of Training*

The following are the training stages carried out:

1. The Preparation Stage, which is carried out, includes:

a. Survey.

At this stage, the service team held an audience with MSME associations and MSME managers to tabulate the main problems faced.

b. Consolidation and determination of location and targets.

After surveying the location and obtaining partner approval, the service team made preparations for assistance.

c. Preparation of training materials/materials, which include: papers and modules for training activities. The presenter and service team then created a paper containing material and tutorials to make it easier for the participants during the training.

2. Implementation Stage

At this stage, training is carried out on the importance of digital marketing for business actors and applying it in the business world. Next, a training session focused on the ability to create marketing materials using social media. This training is provided using simulation techniques so that business actors gain direct experience as well as enrichment from the training team. *Metode Pelaksanaan*

Berikut ini merupakan bagan alur pelaksanaan pelatihan dan pendampingan *Digital marketing*

Katering Mbok Karti:

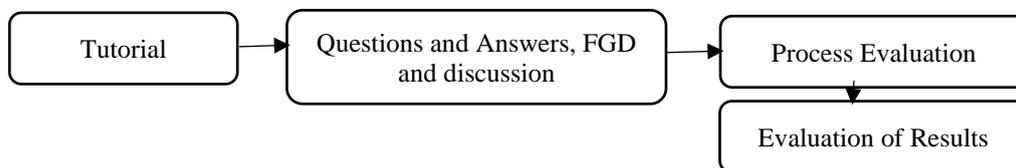


Figure 2. *Flow of Training and Mentoring Implementation*

In order to conduct this activity, various training methods were utilized. The first method used was the lecture method, which was chosen to provide Mbok Karti Catering MSME actors with an explanation of Social Media applications. This was done to enable them to apply the knowledge gained towards learning in the business world. The two methods of question and answer, Focus Group Discussion and discussion were also employed, as they are crucial for training participants. These methods help participants understand the topics discussed, as well as practice them (Santoso, 2010). The third method used was the simulation method,

which provided participants with the opportunity to practice the training material acquired (Farell, Thamrin, & Novid, 2019).

To evaluate the process and results of the training, questionnaires and observations were used (Susanti, 2020). Additionally, questionnaires containing indicators of success in implementing learning media training using Social Media applications for business actors were administered to evaluate the aspects of training implementation. There were two methods of evaluation used: evaluation during the training process and Post-Training Evaluation. During the training process, participants were evaluated based on their involvement and abilities at each stage of the training. Ultimately, participants were expected to be able to utilize Social Media applications to create marketing media. Post-Training Evaluation was conducted to evaluate the success of the community service activity based on the level of completion of the training material (Farell et al., 2019). The Service Team also evaluated the design results for using Social Media applications in creating marketing media.

3. RESULT AND DISCUSSION

Survey preparation and coordination with Mbok Karti Catering MSMEs went well and smoothly. The results of interviews in the field identified several problems in Mbok Karti Catering MSMEs, namely 1) the business owner still uses regular WhatsApp 2) The use of WhatsApp business is still not optimal 3) Not yet using social media (Facebook and Instagram), 4) The business owner does not yet have permission business. The socialization of the service program has been carried out. The socialization program carried out at Mbok Karti Catering MSMEs contains methods on how to optimize sales through online media or digital marketing.

Tabel 1. Service Activity

No	Before Activities	After Activities	Achievements
1.	Does not have a business license	Have a business license	100%
2.	Don't have halal certification	Own certificate halal products	100%
3 .	There is no online catalog that buyers can access	There is an online catalog that buyers can access	100%
4 .	Doesn't have a Facebook and Instagram account	Have an Instagram account	100%
5.	Don't have notes good finances _	Own notes finance	100%

As for the matrix activities carried out as following :

Table 2. Activity Matrix , Step Solution, Participation Partner and Outer Activity

Nb	Plan Activity	Solution Steps	Participation partner	Outer
1.	Socialization Activity Training and Mentoring to Partners	Engaging competent party _ in MSME digital marketing	Mbok Karti catering owner	Owner Understand about importance marketing MSMEson <i>Digital marketing.</i>
2.	Training <i>Digital Marketing</i> for MSMEs.	Do digital marketing training	Mbok Karti catering owner	
3.	Implementation accompaniment optimization <i>digital marketing</i> and licensing business	- Accompanying the implementation of digital marketing - Assist in processing business permits	Mbok Karti catering owner	
4.	Monitoring and Evaluation	- Checking social media accounts for business uploads - Provide an explanation for routine uploads on social media	Mbok Karti catering owner	Social media accounts

Below is some documentation of business assistance activities carried out by the community service team.



Figure 3. *The Community Service Activity*

1. Produk Kering Kentang


PEMERINTAH REPUBLIK INDONESIA

**PERIZINAN BERUSAHA UNTUK MENUNJANG KEGIATAN USAHA
 SERTIFIKAT PEMENUHAN KOMITMEN PRODUKSI PANGAN OLAHAN
 INDUSTRI RUMAH TANGGA
 (SPP-IRT)
 PB-UMKU: 12530004410260000001**

Pemerintah Republik Indonesia menerbitkan Perizinan Berusaha Untuk Menunjang Kegiatan Usaha (PB-UMKU), yang merupakan Sertifikat Pemenuhan Komitmen Produksi Pangan Olahan Industri Rumah Tangga (SPP-IRT), kepada Pelaku Usaha berikut ini:

1. Nama Pelaku Usaha	: ENDANG SURATIN OKTAVIA
2. Nomor Induk Berusaha (NIB)	: 1253000441026
3. Alamat Kantor	: KARANGKEMIRI, Desa/Kelurahan Karangemiri, Kec. Karanglewes, Kab. Banyumas, Provinsi Jawa Tengah Kode Pos:
4. Status Penanaman Modal	: Penanaman Modal Dalam Negeri (PMDN)
5. Kode Klasifikasi Baku Lapangan Usaha Indonesia (KBLI)	: 10710 - Industri Produk Roti Dan Kue
6. Lokasi Usaha	: RT 001 RW 004 Desa/Kelurahan Karangemiri, Kec. Karanglewes, Kab. Banyumas, Provinsi Jawa Tengah 53161 Kelurahan: Karangemiri Kecamatan: Karanglewes Kab/Kota: Kab. Banyumas Provinsi: Jawa Tengah Desa/Kelurahan: Karangemiri, Kec. Karanglewes, Kab. Banyumas, Provinsi Jawa Tengah Kode Pos: 53161

Telah memenuhi persyaratan:
 1. -

Lampiran Perizinan Berusaha Untuk Menunjang Kegiatan Usaha ini memuat data teknis yang merupakan bagian tidak terpisahkan dari dokumen ini. Pelaku Usaha tersebut di atas wajib menjalankan kegiatan usahanya sesuai dengan ketentuan perundang-undangan yang berlaku.

Diterbitkan tanggal: 16 September 2021

a.n. Bupati Banyumas
 Kepala DPMPPTSP Kabupaten Banyumas,

 Ditandatangani secara elektronik

Dicetak tanggal: 14 Desember 2022

1. Dokumen ini diterbitkan sistem OSS berdasarkan data dari Pelaku Usaha, sehingga dalam sistem OSS, yang menjadi tanggung jawab Pelaku Usaha.
 2. Dalam hal terjadi kesalahan di dokumen ini, Pelaku Usaha tersebut di atas wajib menjalankan kegiatan usahanya sesuai dengan ketentuan perundang-undangan yang berlaku.
 3. Data lengkap Perizinan Berusaha dapat diperoleh melalui sistem OSS menggunakan hak akses.


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 INDUSTRI RUMAH TANGGA (SPP-IRT)
 LAMPIRAN PB-UMKU: 12530004410260000001**

1. No. Pendaftaran	: P-IRT 3113302010050-27
2. Nama RIPT	: ENDANG SURATIN OKTAVIA
3. Nama Pemilik	: ENDANG SURATIN OKTAVIA
4. Alamat	: RT 001 RW 004
5. Provinsi	: JAWA TENGAH
6. Kabupaten/Kota	: KAB. BANYUMAS
7. Kecamatan	: Karanglewes
8. Desa	: Karangemiri
9. Jenis Pangan	: Hasil olahan biji-bijian, kacang-kacangan, dan umbi
10. Nama Produk Pangan	: Kentang
11. Urangin Produk	: Jongag (apo Mbok Kentang)
12. Kemasan	: Taped, Kertas pener, Ager-ager, Bungk, Snek, Hanes dan Duri
13. Kemasan Primer	: Karton / Kertas
14. Masa Berlaku Sertifikat	: 10-12-2027
15. Ketentuan	: a. Mengikuti Penyeluhan Keamanan Pangan. b. Memenuhi persyaratan Cara Produksi Pangan yang Baik untuk Industri Rumah Tangga (CPPB IRT) atau hygiene sanitasi dan dokumentasi. c. Memenuhi ketentuan label dan iklan pangan olahan. Akan diponusi dalam waktu 3 bulan

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2. Poduk Jenang Tape


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Diterbitkan tanggal: 16 September 2021

a.n. Bupati Banyumas
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 Ditandatangani secara elektronik

Dicetak tanggal: 10 Desember 2022

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 INDUSTRI RUMAH TANGGA (SPP-IRT)
 LAMPIRAN PB-UMKU:**

1. No. Pendaftaran	: P-IRT 6113302020550-27
2. Nama IRTP	: ENDANG SURATIN OKTAVIA
3. Nama Pemilik	: ENDANG SURATIN OKTAVIA
4. Alamat	: RT 001 RW 004
5. Provinsi	: JAWA TENGAH
6. Kabupaten/Kota	: KAB. BANYUMAS
7. Kecamatan	: Karanglewes
8. Desa	: Karangemiri
9. Jenis Pangan	: Hasil olahan biji-bijian, kacang-kacangan, dan umbi
10. Nama Produk Pangan	: Kering Kentang Mbok Kentang
11. Branding Produk	: Kering Kentang Mbok Kentang
12. Kemasan	: Kemasan, Kemasan 1 liter, Ceban Merah, Ceban Kering, Bawang Merah, Bawang Putih, Gula Pasir, Garam, Penyedap Rasa, Minyak Goreng
13. Kemasan Primer	: Lain-lain
14. Masa Berlaku Sertifikat	: 14 12 2027
15. Ketentuan	: a. Mengikuti Penyeluhan Keamanan Pangan. b. Memenuhi persyaratan Cara Produksi Pangan yang Baik untuk Industri Rumah Tangga (CPPB IRT) atau hygiene sanitasi dan dokumentasi. c. Memenuhi ketentuan label dan iklan pangan olahan. Akan diponusi dalam waktu 3 bulan

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Figure 4. PIRT Results Certificate

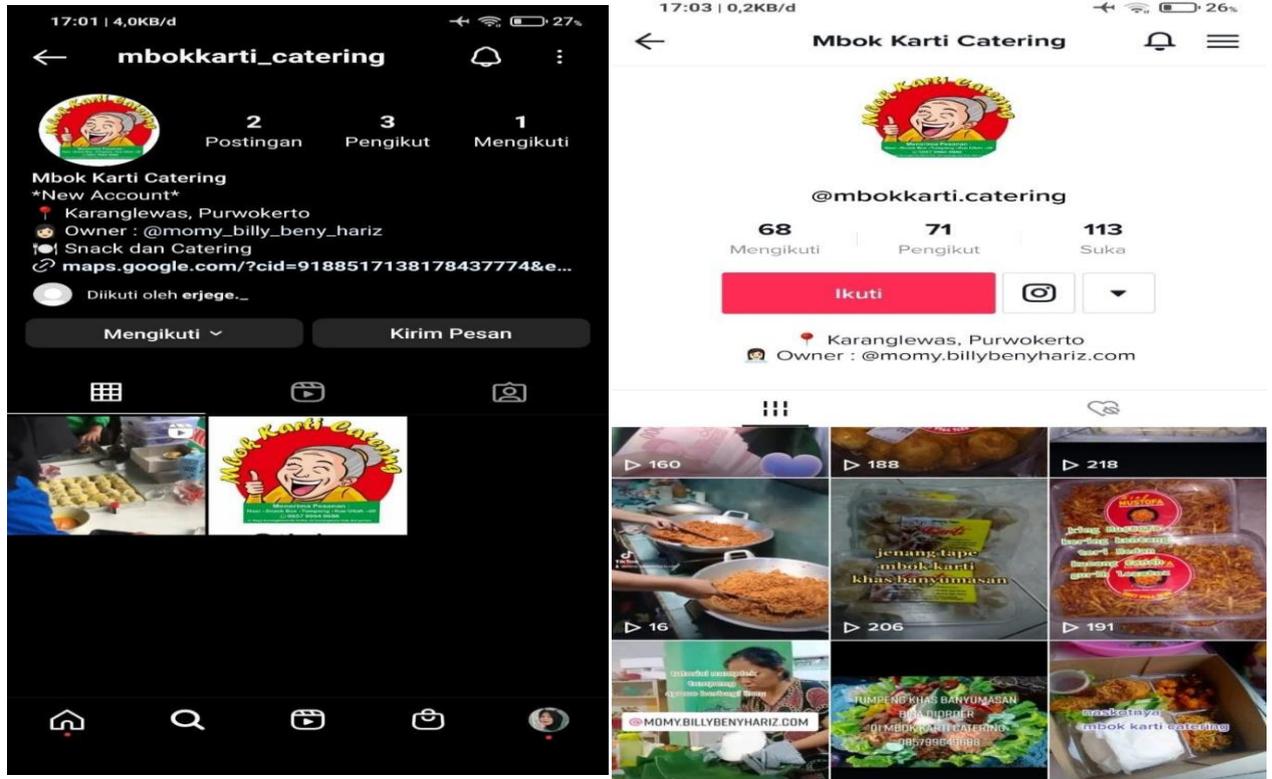


Figure 5. Social Media Activity

4. CONCLUSION

The conclusion of the implementation of the service activity program at Mbok Karti MSMEs, with the existence of training programs and digital marketing practices and business legality directly in MSME businesses, it is hoped that there will be an increase in sales; Mbok Karti's MSME business marketing on social media will be easier to recognize and search for on Instagram social media; The existence of business legality makes it easier for business actors to offer products to consumers. Suggestions from implementing the community service activity program at Mbok Karti MSMEs need to be supported by sustainable empowerment programs as well as government support to encourage MSMEs to scale up businesses at a higher level so that businesses can grow bigger.

ACKNOWLEDGMENTS

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