



Improving the MSME Capability of the Madurese Community Through Mobile Series Applications and Digital Marketing Training

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Published online: 05 October 2022

ABSTRACT

Technology is one of the keys to the success of SMEs. However, this is not the case in areas with limited knowledge and special skills in operating technology. Creativity and innovation in batik in Madura grew significantly along with assistance from the local government. With adequate production potential and sufficient capital, batik sales must increase. It cannot increase the poverty level in Candi Burung Village, Pamekasan Regency. Welfare improvement has not occurred due to a lack of knowledge about how to develop product innovation and does not have the skills to promote the work to the fullest. Therefore, this service aims to introduce e-commerce and social media applications, product innovation training, and develop a mobile series application system that can make it easier for batik artisans to support batik works. The methods that will be used are: creating an andragogy training application that maximizes the participation of artisans to think critically and have a dialogue by organizing socialization on the use of applications and developing promotions through digital marketing platforms. This service is carried out with the hope that it can advance the knowledge and skills as well as the ability of artisans to carry out the process of distributing their work which in turn can improve the welfare of the artisans.

Keywords: Mobile series application, Digital marketing, Product innovation, Community

INTRODUCTION

Batik has been an art since the heyday of Majapahit or since Islam entered Indonesia (Ismadi, 2010). Indonesia has received world recognition from UNESCO, which confirmed that batik is a cultural heritage on October 2, 2009 (Masterpieces of the Oral and Intangible Heritage of Humanity (Hakim, 2018). It should be a public concern that batik comes from Indonesian culture (Unesco, 2022). For that, the nation's successor must maintain, preserve and even promote batik. Batik is the political identity of the Indonesian nation (Hakim, 2018). Batik is the Indonesian nation's political and cultural identity in the era of globalization (Iskandar, 2017).

The government enthusiastically welcomed the award by making batik more iconic than Indonesia. In order to protect batik and as a form of government responsibility, the government issued Regulation of the Minister of Industry Number 74/M-Ind/Per/9/2007 concerning Batik Signs "Indonesian Batik." Figure 1 shows that the largest distribution of batik artisans is in the following ten regions: Bali, Jambi, Pekalongan, Madura, Papua, Banjarmasin, Solo, Yogyakarta, Cirebon, Tulungagung.

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Figure 1. Distribution Area of Indonesian Batik

Source: <http://data.kemenkopmk.go.id/>

The spread of Batik on Madura Island covers Bangkalan, Sampang, Pamekasan, and Sumenep regencies (Harianbhirawa, 2022). The four districts have a unique style (Suminto, 2015). Each district in Madura has an uneven distribution of batik SMEs. It is because young people tend to work in urban areas, so the innovation and creativity of artisans are still lacking.

Table 1.**Total Production and Number of Batik Craftsmen Pamekasan Regency, Proppo Village**

No	Village	Number of Craftsmen	Production Quantity
1	Toket Village	225	1.125
2	Candi Burung Village	137	412
3	Klampar Village	453	3.785

Proppo Distrit is one of the sub-districts in Pamekasan Regency where most people are Madurese batik artisans (123dok.com, 2022). Candi Burung village, part of Proppo District, is widely known as Batik Village. Candi Burung is one of the batik SMEs located in the Pamekasan area, precisely in the Candi Burung village. This UKM only produces batik cloth. It is because the uniqueness of the Candi Burung is the motif and quality of the way of making batik. The main markets for Indonesian batik exports include Japan, the United States, and Europe (Kemenperin, 2022). The government also emphasized that it would be more serious in following up on the development of the batik industry by introducing a distinctive variation on batik (Kemenkopmk, 2022). Quoted by detikFinance, April 8, 2021, the Association of Indonesian Batik Craftsmen and Entrepreneurs (APPBI) noted that there are 151,656 batik artisans in Indonesia, but now only 37,914 are still active. It means that the pandemic has reduced the number of artisans by 113,742 (Kemenperin, 2022).

Local wisdom is a survival strategy for indigenous peoples with activities that refer to local policies (Samudro, 2019). The marketplace can be useful if used properly. The types of marketplaces are Facebook and Instagram (Chong, 2018). Consumer enthusiasm for making purchases online is growing rapidly. It benefits business actors by minimizing the ownership of outlets or points of sale that require large funds (Jamaludin, nd). Another benefit consumers feel from the marketplace is understanding and knowing the products offered more quickly and easily. Prospective customers make comparisons with other products before making a purchase. In addition, it minimizes promotional costs and unlimited market reach because consumers can access it anywhere and anytime (KS Mahedy, et al., 2016). MSMEs can make sales through the marketplace. In addition, another advantage is that it can produce a product brand image from the advantages of each MSME through packaging, how to take product pictures and promotions through more interesting sentences (Fadhli,

et al., 2017). Digitalization is one of the efforts that MSMEs must make to remain competitive and continue business continuity (Rosyidiana, 2022).

Based on the analysis of the situation of the actors at Candi Burung above, several specific problems faced by partners to develop their business, namely regarding aspects of production, marketing, and finance for SMEs, can be identified. The first problem is the lack of knowledge about technology that can help find batik motifs that are currently trending. The second problem is the lack of skills in applying technology as an easy way to introduce production while promoting genuine batik fabrics. The third problem is the lack of ability to record financial statements so that the business's financial condition is mixed with personal finances. The fourth problem is the lack of interaction between fellow batik artisans in establishing cooperative relationships.

MATERIAL AND METHOD

The implementation of community service is carried out with the following methods:

1. Coordinate with the Pamekasan Regency Small and Medium Enterprises Cooperative Office, which will be held in June 2022.
2. Conducting FGD with Madura University lecturers and batik SMEs in July 2022.
3. Prepare training materials for digital marketing and batik product innovation in July 2022.
4. Implementation of digital marketing training in August 2022.
5. Assistance in the use of online cashiers in early September 2022.
6. Monitoring and evaluating training activities at the end of September 2022.

This community service activity was carried out in Pamekasan Regency, which around 35 Madurese craftsmen attended. The success of this activity can be seen from several indicators, namely 1.) Attendance of at least 80% of participants. 2.) Participants are actively involved during training activities. 3) Participants can sell their batik products through e-commerce and social media. 4) Participants can innovate and develop batik products to compete with other batiks.

RESULT AND DISCUSSION



Figure 2. Geographical Map of Pamekasan Regency

The implementation of this community service aims to provide new insights about online sales methods and the importance of innovation and development of batik products in order to be able to compete with other batik artisans in the Pamekasan district, Madura. The implementation of this Community Service activity is carried out and scheduled in 3 stages, namely:

1. Implementation of digital marketing training and assistance in using online cashiers.
2. After the first meeting, assistance in digital marketing and using online cashiers was completed.
3. Evaluation is conducting a direct interview survey of batik actors who have applied online sales methods and product innovations. The obstacles that arise will be a lesson for further community service.



Figure 3. Focus Grup Discussion

In phase I, the implementation of Community Service activities at the Pamekasan Regency Cooperatives and UMKM Service was attended by 35 participants, namely Pamekasan Batik SMEs. This community service activity was carried out on August 8-9, 2022. The two-day activity, assisted by two DIV Digital Office Management students, Faculty of Vocational Studies, Universitas Airlangga, started with a question-and-answer game about e-commerce. Furthermore, social media, where participants were asked questions. About various types of e-commerce and social media. These results show that some people already know what e-commerce and social media are but have not been able to market their products through e-commerce and social media. Most use e-commerce for shopping and social media to communicate with relatives. The existence of games at the beginning of this activity also aims to increase engagement from the community. The next event is the presentation of the material.



Figure 4. Training digital marketing



Figure 5. Selling Batik without Packaging

The second day's activity was to continue presentations and discussions on Digital Marketing. In this activity, participants were given briefings about the importance of digital marketing to be able to help sell their products. In addition, they are taught how to apply social media as a means of selling. Next, turn it into a Business Account on WhatsApp and Instagram. They were also introduced to a series of mobile applications regarding online cashiers. This application helps them in recording all transactions and batik production produced.



Figure 6. Packing Batik for sell



Figure 7. Example Packing Batik

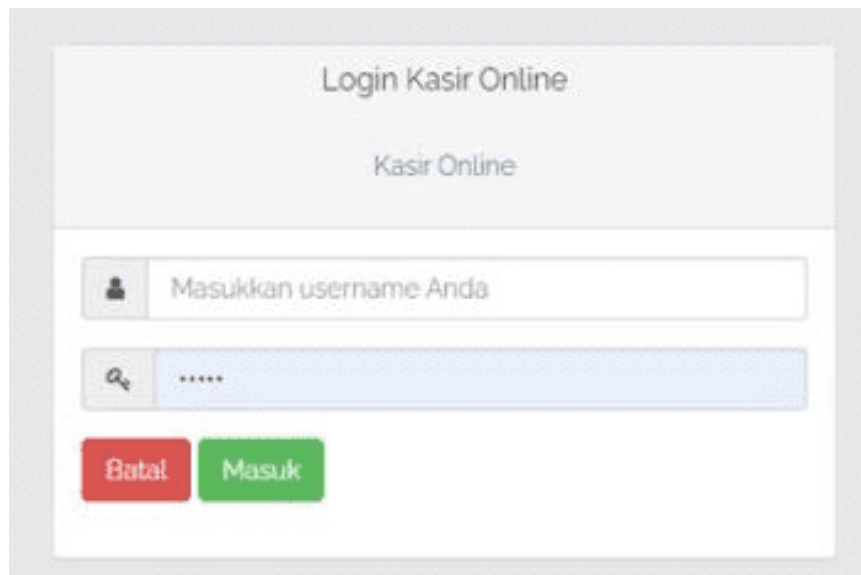
In Phase II. Mentoring is done 1 (once) a month after the first phase of activities, namely digital marketing training and product innovation. In this mentoring activity, participants can create Shopee and Tokopedia e-commerce accounts and market them through Instagram and WhatsApp. The participants faced several obstacles. Namely, most of them did not know how to take attractive product photos. Their photos look very ordinary and unprofessional. In the future, there may be special training on how to take attractive product photos via smartphones. In this mentoring event, he explained how important it is to innovate and develop batik products so that they are not left behind with other batik and remain in demand by the public and how to package batik to make it look beautiful and captivate consumers' hearts. Good packaging will attract consumers' attention and can increase a product's value.



Figure 8. Introducing mobile applications



Figure 9. Coaching one by one with audience

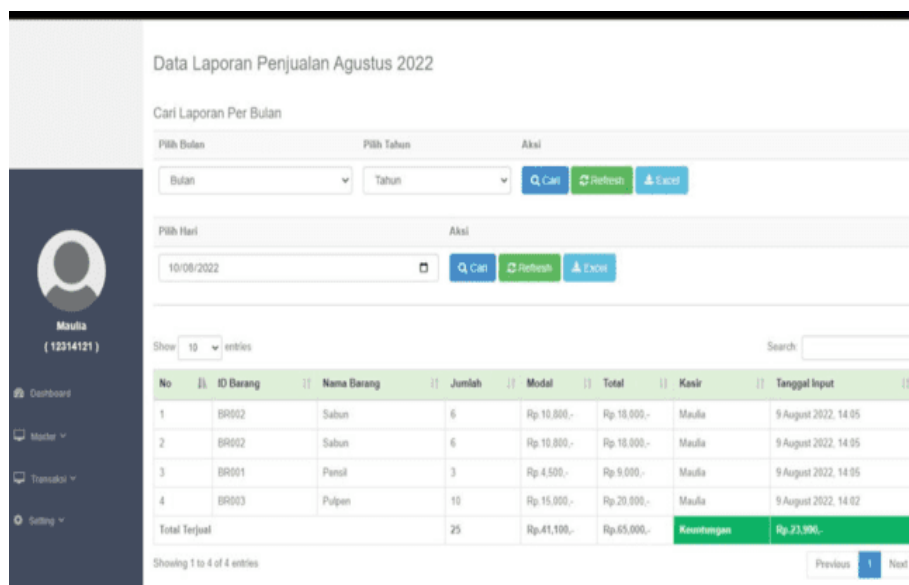


Login Kasir Online

Kasir Online

Batal
Masuk

Figure 10. Front page of Kasir online



Data Laporan Penjualan Agustus 2022

Cari Laporan Per Bulan

Pilih Bulan: Bulan Pilih Tahun: Tahun Aksi: Cari Refresh Export

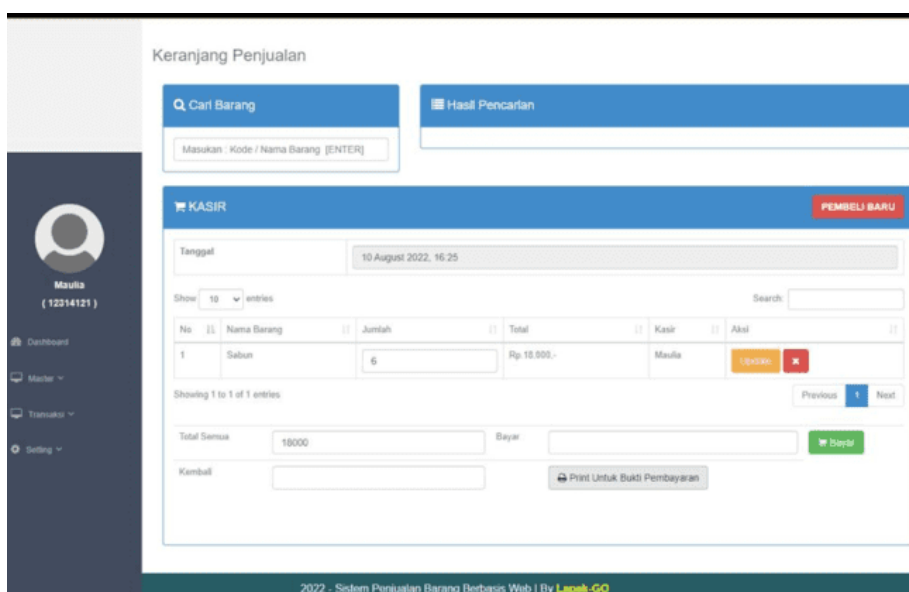
Pilih Hari: 10/08/2022 Aksi: Cari Refresh Export

Show: 10 entries Search:

No	ID Barang	Nama Barang	Jumlah	Modal	Total	Kasir	Tanggal Input
1	BR002	Sabun	6	Rp 10.000,-	Rp 10.000,-	Maula	9 August 2022, 14:05
2	BR002	Sabun	6	Rp 10.000,-	Rp 10.000,-	Maula	9 August 2022, 14:05
3	BR001	Pensil	3	Rp 4.500,-	Rp 9.000,-	Maula	9 August 2022, 14:05
4	BR003	Pulpen	10	Rp 15.000,-	Rp 20.000,-	Maula	9 August 2022, 14:02
Total Terjual			25	Rp 41.100,-	Rp 65.000,-	Komputer	Rp 23.300,-

Showing 1 to 4 of 4 entries Previous 1 Next

Figure 11. Inside of kasir online



Keranjang Penjualan

Cari Barang: Hasil Pencarian:

KASIR PEMBELI BARU

Tanggal: 10 August 2022, 16:25

Show: 10 entries Search:

No	Nama Barang	Jumlah	Total	Kasir	Aksi
1	Sabun	6	Rp 10.000,-	Maula	10000 X

Showing 1 to 1 of 1 entries Previous 1 Next

Total Semua: Bayar: Bayar

Kembali: Print Untuk Bukti Pembayaran

2022 - Sistem Penjualan Barang Berbasis Web | By **Lapah-GO**

Figure 12. Other inside of kasir online

In Phase III. One month after the mentoring activity, an evaluation survey was conducted directly to the location of the batik business. The survey was conducted randomly to see and assist in implementing digital marketing and product innovation. This activity will be carried out in October 2022. Evaluation of the implementation of this activity is carried out to determine the participants' mastery of the training materials, implementation of activities, and the impact of activities on partners. Program evaluation will be carried out through two sides, namely internal and external. On the internal side, the team will use a series of checklists that measure whether the activity targets have been achieved. Then, on the outer side, the team will use a questionnaire containing partners' opinions about the activity's goodness and usefulness to their satisfaction during this community service activity. In addition, the form of sustainability of this program after the community service activities are completed the possibility of partners becoming MSME partners or being assisted by Universitas Airlangga.

During the activity, the participants looked happy and attentive. It was seen in their enthusiasm from the beginning to the end of the activity. Not too many obstacles were found during the activity. The training participants can follow the training and mentoring process properly and by the training materials that have been delivered. Implementing the digital marketing and product innovation development training is expected to provide input for MSME players on how to innovate and utilize mobile series applications for their business and have a better understanding. The programs taught can be internalized in their business.

CONCLUSION AND RECOMMENDATION

Digitalization is one of the efforts that MSMEs must make to remain competitive and continue business continuity. Community service activities in the form of training and digital marketing assistance and Product Innovation Development support can be given to MSMEs by the academic community, in this case, the Vocational Faculty of Universitas Airlangga. Members of the batik of Pamekasan Regency, Madura, also felt the impact of the pandemic. The existence of PSBB and PPKM makes business actors unable to sell offline. It encourages business actors to take part in marketing digitalization training and improve their capabilities in digital marketing. What Business and E-commerce were selected in training and mentoring activities? This application helps businesses to increase sales, and products can also be closer to customers.

To compete in the industrial world, especially batik, Pamekasan must be smart in developing product innovations. When the academics visited, it was seen that Pamekasan batik only sold batik cloths, batik hijab cloths, and table cloths. There are no products that batik artisans professionally sew. This condition encourages product innovation development training that can increase the added value of a product if it is processed better. This community service activity made participants aware that product innovation is very important. Otherwise, other villages or competitors will take advantage of the participants' shortcomings. Turnover can increase by 30% if Pamekasan batik SMEs implement marketing digitization. The pandemic is forcing MSMEs to go digital and adapt to technology 4.0. MSMEs must be able to compete with competitors and expand the market without limits.

Acknowledgement

The author would like to thank the Pamekasan Regency Cooperatives and SMEs Office for being willing to partner in this community service activity. Thanks, are also conveyed to Universitas Madura Lecturers and the Pamekasan Regency Government, who have helped the smooth running of this Community Service activity. The authors also thank the Chancellor of Universitas Airlangga and the Dean of the Vocational Faculty for funding this activity. The author states that there is no conflict of interest with the parties involved in this community service activity.

Conflict of Interests

The authors declared that no potential conflicts of interest with respect to the authorship and publication of this article.

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