

ENHANCING DIGITAL LITERACY AMONG MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) IN JAGAKARSA SUB-DISTRICT, SOUTH JAKARTA

Setyo RIYANTO^{1*}, Sufrin HANAN², and Winda WIDYANTY³

^{1,3}*Universitas Mercu Buana, Indonesia*

²*Pakuan University Bogor, Indonesia*

**setyo.riyanto@mercubuana.ac.id*

ABSTRACT

Indonesia's high number of SME industry players stems from its large productive-age population and limited job opportunities, pushing people to innovate and compete in the Micro, Small, and Medium Enterprises (MSME) sector. In recent years, rapid advances in telematics have significantly impacted organizational and social activities, emphasizing the need for capacity building through communication and information technology. Digital literacy plays a crucial role in improving MSME governance, enabling business actors to access, manage, integrate, analyze, and evaluate information, as well as communicate and create new knowledge. The application of digital technology in MSMEs can optimize organizational performance. This community service activity, conducted by Mercu Buana University, highlights the importance of digital tools and literacy for MSMEs in Jagakarsa Village, Bekasi Regency. The program educates MSME actors on leveraging digital media to enhance business sustainability. It equips them with skills to use computers for customer service, learn applications to improve product quality, and access strategic information for business development. The initiative helps them compete more effectively by improving service quality and identifying market competition.

Keywords: digital literacy, msme, management, jagakarsa

INTRODUCTION

Business professionals must possess the ability to comprehend and assess the information they obtain. The capacity to acquire information must be complemented by the capability to search for and discern the information obtained, particularly in digital formats, commonly referred to as digital literacy. Digital literacy refers to the capacity to comprehend, assess, and synthesize information presented in diverse ways by computers (Gilster, 2011). Digital literacy refers to the capacity to utilize the internet as the primary resource for information retrieval. Consequently, business stakeholders, particularly small and micro enterprises, aim to enhance their digital literacy abilities to advance their operations and stimulate the economic growth of the business community.

In the efforts of the National Movement of Ayo Usaha Jualan Online as a series of the 5 million Go-Online MSME Program initiated to realize President Joko Widodo's vision which will make Indonesia the Digital Energy of Asia in 2020, for example, it becomes an arena and support for increasing the digital literacy of business actors, especially micro, small and medium enterprises in the country. With this national movement, it is hoped that the Micro, Small and Medium Enterprises (MSMEs) sector will be able to survive and thrive in the face of the crisis storm and can contribute to the Gross Domestic Product (GDP) in employment and increasing Indonesia's exports.

Currently, small-scale business actors in Jakarta in using digital media are still more inclined to be grouped into the early majority group where in this group they are still trying out various existing technologies and for their use it takes a long time to consider (Zulham, 2014). Many small-scale business actors still do not master information technology in accessing the internet. MSME players are still hesitant to carry out sales activities or just look for information on the internet. Although special training has been conducted for small-scale business actors in Jakarta by the Office of Cooperatives and Small and Medium Enterprises, business actors are more interested and prefer to be included in bazaars or exhibitions in Jakarta.

Given the above conditions, it is necessary to have digital literacy skills for each individual as a business actor so that they can easily search, find, utilize and use information technology. Business development in this context must be placed as an effort to increase public sector productivity. Holzer and Callahan (1998 in Ismi 2015: 4) suggest that the integration of quality management, human resource development, technological adaptation, strategic partnerships and organizational performance measures, will result in a measure of increased public sector productivity when synergized with capital, labor and energy. Given that Indonesia, including the city of Jakarta, is currently entering the era of technology-based information which Alvin Toffler defines as the third wave of humanity (Toffler, 1980).

Priority Issues

Data from the Association of Indonesian Internet Service Providers (APJII) states that internet users in Indonesia are 54.68%, which means that there are 143.26 million people from the total population of Indonesia 262 million people who use the internet as a medium for them to find information. The growth of internet usage in Indonesia has increased every year and the largest area of internet usage in Java is 58.08%, where those with an average age of 13 years to 54 years and over.

There are many institutions that teach information and communication technology education that only focus on technical skills in operating computer devices and the internet. Business actors really need special training to develop their business. For example, providing material related to the benefits, advantages and convenience of buying and selling online, practicing how to sell goods in the marketplace or online, and the flow to sell goods online. In addition, business actors can also search for information to find what trends are currently developing and then can be applied in their business.

Small-scale business actors in DKI Jakarta, especially in Jagakarsa, based on the results of observations and several preliminary interviews are still considered to lack understanding of the use of digital technology as a support in finding information for business development. This is what underlies that this PKM is important to do to see the digital literacy skills of small-scale business actors in Jagakarsa. The selection of Jagakarsa as the location of this PKM is based on the existing situation in Jagakarsa as a buffer zone of the national capital which is divided into 6 villages, 54 RW, and 610 RT with an area of 2,501 ha and inhabited by around 350,000 people with a population growth of 4.8% per year (according to data from the South Jakarta Administrative City in 2010). This sub-district has the highest annual population growth rate in South Jakarta after Cilandak, Kebayoran Lama, Pesanggrahan, and Pasar Minggu. It is home to several renowned universities including Pancasila University, Jakarta Institute of Social and Political Sciences (IISIP), Tama Jagakarsa University, National Institute of Science and Technology (ISTN) and University of Indonesia dormitories. Jagakarsa sub-district is the closest sub-district to Depok City besides Cilandak and Pasar Rebo sub- districts.

The solution to overcome problems related to the program to increase digital literacy for MSME actors according to the implementation target is to provide systematic and implementable education on how to improve the ability to develop businesses and win competition in the market using available information technology. i) Providing knowledge about the role of digital marketing, such as: Website, as an effort to help consumers find out about MSME businesses, economical promotion and easy business media; Search Engine Marketing, as an effort to make company websites easily found in the search engine system. How to take advantage of Search Engine Optimization (SEO) and Search Engine Marketing (SEM); Social Media Marketing, as a social media platform such as Facebook and Twitter because it can be done at minimal cost and even free; Online Advertising, as a paid media promotion via the internet; Email Marketing; Video Marketing. ii) How to choose and utilize Digital Marketing through: Search Engine Optimization (SEO); Content Marketing; Marketing Automation; Pay-Per- Click (PPC); Native Advertising; Affiliate Marketing; Social Media Marketing.

METHOD

Steps that can be taken to provide solutions that can be given in these problems include providing soft skills about the concept of Digital Marketing. The following is a picture of the framework for solving problems:

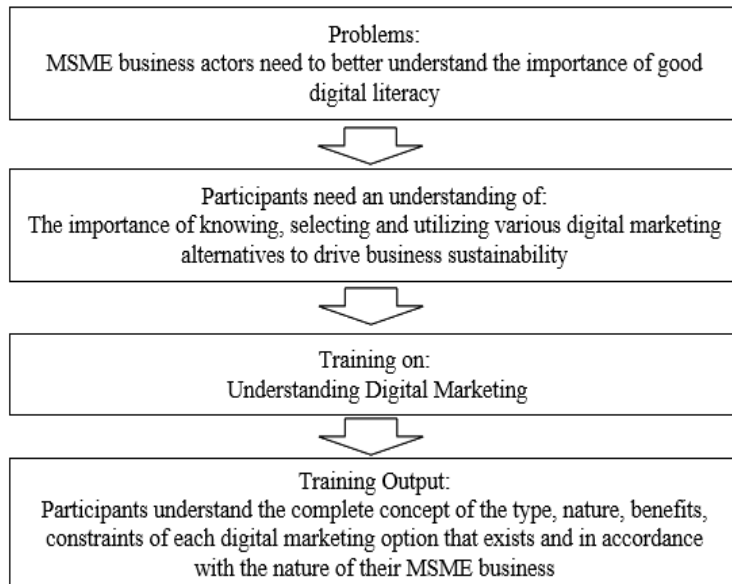


Figure 1. The framework for solving problems

The method that will be used to achieve the objectives of the activity can be described as follows:

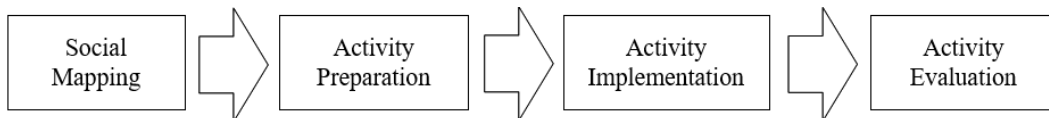


Figure 2. Flow chart of community service implementation

Stage 1. Social Mapping

Social mapping related to community knowledge of digital marketing, which consists of measuring the level of understanding of residents related to the use of technology, social media and digital markets, determining the location and date of activities, preparing concepts and instruments, forming a team to go into the field.

Stage 2. Activity Preparation

In the form of education on the role of digital technology in optimizing social media platforms at minimal cost as a promotional medium consisting of: Search Engine Optimization (SEO), Content Marketing, Marketing Automation, Pay-Per-Click (PPC), Native Advertising, and Affiliate Marketing.

Stage 3. Activity Implementation

In the form of assistance in optimizing social media to win the competition including creating a website, using search engine marketing, social media marketing, online advertising, email marketing, and video marketing.

Activity Evaluation

Evaluation of Program Implementation and Program Sustainability in the Field After the Activity is completed

- The evaluation was carried out involving all parties, Jagakarsa Village, the participating community, and the implementation team in the form of FGD activities.
- The evaluation aims to examine the obstacles, the level of community understanding and the level of success of this PKM activity.
- It is hoped that the evaluation will formulate key points that will serve as guidelines for duplicating similar patterns of activities in other locations in the future.
- The evaluation is expected to conclude the activity, as well as the beginning of further cooperation for assistance through the PKM program by Universitas Mercu Buana.

RESULTS AND DISCUSSION

Activity Implementation

Education to increase digital literacy for MSME players is packaged in innovative learning so that the program targets can be achieved well. Digital Marketing Strategy training is carried out using Learning Methodology, a learning approach method that emphasizes the participation of participants based on experience, stimuli and participants' responses to these stimuli. That the success of the implementation will only be achieved if participants have the sincerity to understand and change for the better in everything, especially in building communication between MSME actors who will market their products online. For this reason, socialization is presented through the knowledge aspect, with the delivery of material (classical). Digital Marketing Strategy Training Education was held on January 24, 2024, at Jagakarta Village Environment, RPTRA Taman Jangkrik.



Figure 3. Activities documentation, 2024

Activity Result

In this Community Service, our team is more focused on understanding the utilization of online media as a means to increase the competitiveness of MSMEs in the Jagakarta Village Environment, South Jakarta. Instrument making activities are carried out by dividing tasks according to the person in charge of the activity. The implementation guidelines are made in the form of e-modules so that they are practical to access anytime using a smartphone. The module is made interesting and not dominated by text so that it is easily understood by partners.

The training began with socialization. The socialization aimed to motivate partners to participate in the training from start to finish and explain the benefits of the program. Partners were also given insight into the importance of becoming an independent community, a community that does not depend on other agencies. Partners are motivated to be able and willing to try. Partners were enthusiastic to listen to the socialization by actively asking questions about the training material.

This service activity was attended by youth organizations and MSME players in the Jagakarta Village environment. The initial material is brainstorming which in this material explains the initial steps and tips for starting a new business, and material about the internet. Participants also provided examples of businesses that could be run. The second material presented was related to product marketing with online media. The third material related to online product marketing using social media. Before starting the delivery of the material, the speaker first asked questions as a pre-test. The pre-test questions were given to find out the extent of the participants' knowledge and understanding in the business world. The questions given included whether the participants already a business had, how to start a business, how to promote the business being run, and what media were effective for introducing and marketing the business products being run. The pre-test answers from the average participant have not run a business. This is the background for the participants to take part in this training activity.

The second material was related to the utilization of online media in marketing. The participants' interest has begun to show with several questions addressed to the speaker regarding online marketing media. Participants also provided examples of online media that could be used to market products. The speaker also gave examples of businesses whose product marketing media used online media for promotion. The third material is related to the utilization of social media as a promotional media. The third session began with a review of the two materials that had previously been

given. It turned out that the participants could still remember the important things that could be taken from the previous two materials.

In the third material, tips and tricks were presented on how to utilize social media such as Facebook, Instagram, Line, etc. to market products. Participants also provided several examples of theme ideas that can be done to fill product promotions. The last session of this service activity was a question and answer session. Here the participants actively asked questions related to online media, especially Facebook and Instagram, and online marketing. Some of the questions asked were the advantages and disadvantages of doing online marketing, obstacles in buying and selling online, and how to find marketing sentences. After the Q&A was over, the speaker gave a post-test, to measure the level of acceptance and understanding of the participants during this training activity. From the results of the post-test, participants already have business ideas that can be run and choose online media to promote products, and participants also know tips and tricks for utilizing online media to market products.

In the implementation of this activity, the service team did not experience many significant obstacles. This is because this implementation was carried out in the community of UMKM actors in Jagakarsa Village with a significant educational background. In addition, participants felt that they needed broader knowledge about making financial reports. The response from the participants of this activity was very good where they could attend on time and participate in the activity according to the specified time. The driving factor that influenced the smooth implementation of this activity was the participants' desire to gain knowledge and understanding. The relevance of this activity can introduce and increase the knowledge and understanding of the community managing MSMEs in Jagakarsa Village.



Figure 4. Activities documentation, 2024

Activity Outcomes

The year of implementation of PkM activities has resulted in several significant achievements:

- a. Activity Documentation: There is complete documentation of all activities conducted, including relevant data such as meeting notes, photos, videos, and activity reports.
- b. Discussion of PkM Activities: Through regular discussions, the overall process of implementing the PkM program is successfully evaluated. This includes an analysis of successes, obstacles encountered, as well as recommendations for future improvements.
- c. Evaluation of Results: The results of the PkM activities are critically evaluated to evaluate their impact on the set targets and objectives. This evaluation includes measuring performance, analyzing the changes that occurred, and identifying lessons learned from the process.
- d. Linkage to Learning: PkM activities are closely linked to the learning that takes place during the process. Both participants and organizers can gain new insights, skills, and a deeper understanding of the issues at hand and how best to address them.
- e. Outcome: The outcomes that have been achieved include both mandatory and additional outcomes. Mandatory outcomes include the achievement of pre-set targets, while additional outcomes may include new discoveries, collaborations formed, or unforeseen social impacts.

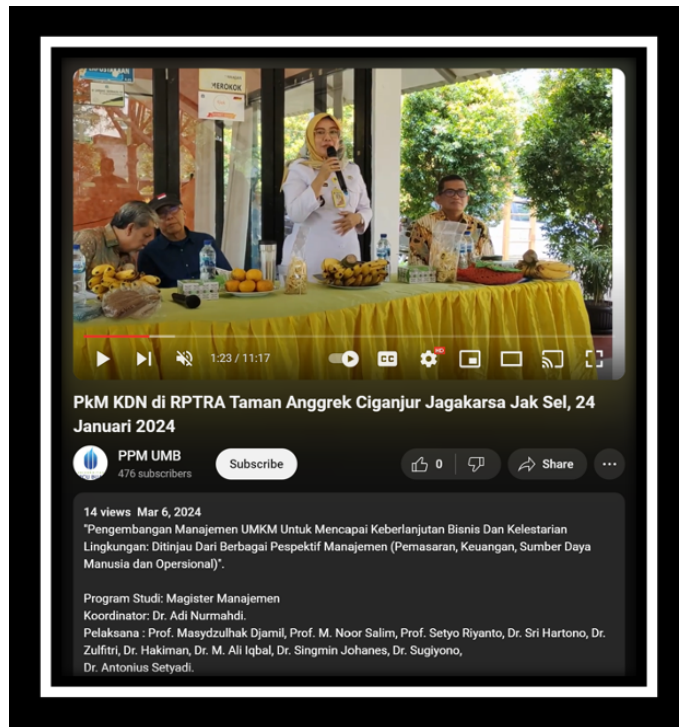


Figure 5. Video documentation of activities, 2024



Figure 6. Documentation of activities in the mass media, 2024

CONCLUSION

The implementation of community service affirm the critical role of digital literacy in enhancing the competitiveness of MSMEs in Jagakarsa Sub-District. By equipping business actors with the necessary skills to navigate the digital landscape, we can foster a more resilient and innovative MSME sector capable of contributing

significantly to Indonesia's economic growth. Future research should focus on longitudinal studies to assess the long-term impact of digital literacy training on MSME performance.

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