
**SOCIALIZATION OF SMALL AND MEDIUM BUSINESS DEVELOPMENT
BASED ON MARKETPLACE IN DIBAL VILLAGE, BOYOLALI REGENCY**

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Abstract: *The lack of knowledge of the MSME community regarding the use of technology in marketing makes the marketing of MSME products less than optimal, especially in the midst of a pandemic condition like today. Therefore, this community service is carried out with the aim of introducing the use of internet technology in marketing MSME products. Community service activities (PKM) aim to provide education about the importance of developing market place-based micro, small and medium enterprises, so that MSME products can be sold to the maximum during the pandemic. this covid.*

The activity was carried out in Dusun Wangkis rt 02 rw 07 Dibal, Ngemplak Boyolali. Benefits of the activity: (a) application of digital marketing (shopee), (b) utilization of household waste in the form of plastic, cardboard, straws, coffee packs. The positive impact of community service is the introduction of the importance of social media and digital marketing for sales.

Keywords: *Training, digital marketing, entrepreneurs, household waste, Dibal*

Introduction

Today's business development is growing rapidly, up to the internet (online media). This kind of business system has been widely used by multinational companies to small retail traders. The buying and selling business system is the main commodity that uses this method, where with a sales system like this it is very easy for the target market to buy what is needed without having to visit the store or the place of sale.

Shopee is one of the newcomer online shopping sites that is currently on the rise, when compared to other online shopping sites. Shopee's presence in Indonesia began in December 2015. Shopee's achievements through its marketplace are through promotions, in a short time shopee users are not inferior to other online shop competitors. Shopee also has an integrated method with the support of several logistics that have secure, convenient and easy payment methods, thus making online shopping easy, both for sellers and buyers.

Shopee already has business partners of more than 70 of the best courier services across the country and provides various logistical support for all its users, shopee has also increased its cooperation by sharing local logistics services. Many consumers from Shopee are interested because of the free shipping service, besides that Shopee is trying to reduce the distance with other e-commerce that has been in Indonesia for a long time. This proves the progress of Shopee which always strives to provide the best for users in various supporting countries.

In fact, the majority of residents in the hamlet of Wangkis rt 02 rw 07 Dibal Ngemplak District, Boyolali have not used digital technology in product marketing. This can be proven from the data we get, that there are still very few wangkis citizens who use social media to promote their products. Where consumers find it difficult to find MSME products that come from dibal, especially wangkis hamlet, of course this shows and proves the low awareness of technology and the implementation of social media.

This condition indicates that the MSME entrepreneurs in Wangkis, as a whole, have not implemented the importance of social media in marketing, and are not yet literate (responsive) to technology. How is it possible that the product will be widely known and able to compete in the creative industry market, as well as local, regional and national industries.

Although marketing through the Internet has become ubiquitous, not all online shops use business communications via the Internet in the same way and on target. Marketing strategy through online media business is actually quite difficult to penetrate the market in Indonesia.

This activity also received support from the Dibal Village apparatus. This support was motivated by the involvement of the Wangkis hamlet community in socializing the development of marketplace-based MSMEs. Through this activity, it is hoped that MSMEs in Wangkis Village can synergize with technological developments and be able to compete with other businesses, so that the products produced can be marketed and known by the wider community which will then have an impact on improving people's welfare.

Implementation Method

PKM participants

The implementation of this community activity was involved by several housewives, youth youth organizations, and Sahid University Surakarta students who acted as companions for SMEs. Setting this target is an effort to improve sales performance broadly for MSME actors so that they are better known by many people. We also hope that our training participants can provide useful knowledge for MSME actors in Wangkis Hamlet.

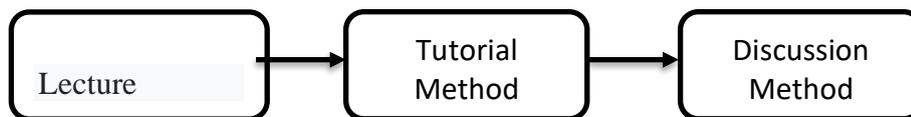
Place and time

The implementation of this community service activity was carried out at the hamlet head hall, Wangkis Hamlet, Dibal Village, Ngemplak District, Boyolali Regency, Central Java,

Counseling was carried out on Wednesday, July 20, 2022. The implementation time was on Thursday, July 21, 2022 at 16.00 WIB.

Activity Method

The implementation of this Community Service activity is carried out using various methods. The systematic implementation of this service activity is as follows:



1. Lecture Method, motivates participants to have the will to do business from small and use the Marketplace for MSME development so that the business is better known by many people.
2. Tutorial Method, materials are given to training participants, starting from the introduction of MSMEs, the introduction of the Marketplace to the use of the Marketplace to market products.
3. Discussion method, providing opportunities for training participants to discuss problems related to the marketing of MSME products that have been faced so far.

Results

The group 13 community service work program aims to help housewives and youth in the hamlet of Wangkis Dibal village have income from micro and small businesses by selling using the well-known Marketplace, Shopee. The results of the service activities that have been carried out by the dedication team from Sahid University Surakarta with the stages and activities according to the plan.



Figure 1. Production of household waste treatment.

As a product for marketing on the Marketplace we make creative works made from waste or non-organic waste, we make this creative work with the aim of motivating people to make good use of waste, so that the waste has a high use value, the waste we use is cardboard, coffee wrappers, used drink cups, straws and other waste.

Furthermore, the service team from Sahid University Surakarta prepares product photos that will be marketed on the Marketplace, then uploads the photos into the Marketplace for digital marketing socialization materials regarding attractive product photography. It can be seen in Figure 2, Figure 3 and Figure 4, that the photo shoot looks so simple but the results look beautiful and luxurious.



Figure 2. The process of shooting MSME production from plastic waste



Figure 3. The results of shooting MSME production from plastic waste

After shooting the product, then uploading it to Marketplace for additional material in the marketing process, in the socialization explaining step by step and slowly is mandatory, so that all knowledge can be well received.

Furthermore, the final process is socialization, community service activities last for approximately 2 hours, the participation of MSME actors, housewives and youth youth groups is quite satisfactory, the number of housewives who want to start small businesses, this is a sign that the socialization of MSME development is Marketplace-based. this worked as expected.



Figure 4. Socialization of Marketplace-based MSME development



Figure 5. Participation in Marketplace-based MSME development socialization activities



Figure 6. Question and answer session for Marketplace-based MSME development



Figure 7. Togetherness in the socialization of Marketplace-based MSME development

Discussion

Through community service activities that have been carried out through various stages, progress has been made, namely the development of micro, small and medium enterprises and participants receive training materials on product marketing through digital marketing, so that participants get a place in the form of an online store.

Product marketing through technology or online media provides satisfaction for training participants, from tips to get customers, the first thing to do when getting customers, the packaging process, delivery to withdrawal of money available in the marketplace, making it easier for participants to manage finances.

Based on the observations that have been made, it is known that the interest of participants to start micro, small and medium enterprises has increased. At first, only housewives now have the desire to start a business, and market the business through digital marketing, according to the recapitulation of marketplace-based micro, small and medium business development activities. after the service has increased by 11 housewives.

Conclusion

Community service activities carried out by the KKN team of group 13, Sahid University Surakarta, through socialization with the lecture method, tutorials and discussions on the development of marketplace-based micro, small and medium enterprises have increased.

This socialization activity is able to attract attention to the achievements and motivations that have been given, business startups and small business owners are able and willing to develop their marketing through digital marketplaces and are therefore expected to be able to increase sales, income and improve the welfare of micro entrepreneurs.

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