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## IMPROVING DIGITAL LITERACY FOR AISIYIAH ENTREPRENEURS TO WIN BUSINESS COMPETITION IN THE PANDEMIC PERIOD (SURAKARTA RESIDENCY STUDY)

Oleh

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**Abstract:** *Digital literacy training for women entrepreneurs Aisyiah at the Surakarta Residency provides a series of activities in winning business competition during the pandemic. The purpose of this training to increase digital literacy, to provide knowledge and skills about basic concepts in product planning and marketing, including pricing, product life cycle, utilization of marketing channels and integrated marketing efficiency. The methods used in this training include in-depth interviews, discussions, practicals, and interactive counseling. This training provides by creating an online store and understanding the concept and understanding of building a competitive business and marketing. It is hoped that The Aisyiah Entrepreneurial School can add insight, ideas, and business opportunities effectively and overcome the obstacles and faced in running a business during the Covid-19 pandemic and also can develop their business so that they can increase their income and welfare and be able to become a sustainable business in the future.*

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## INTRODUCTION

A presentation from the Central Statistics Agency explains how strong Micro, Small and Medium Enterprises are when facing the economic crisis in Indonesia (BPS, 2019) [2]. 2020 will be a challenging year for the world economy without exception in Indonesia, where the emergence of the coronavirus has caused the Covid-19 pandemic. Indonesian MSMEs are experiencing difficulties as a result of this incident. MSMEs have done many ways to survive in these difficult conditions, one of which is the transition to the digitalization era. Data from Katadata (2021) [5] through the Katadata Insight Center (KIC) survey of 206 micro-enterprises explained that the condition of MSMEs before the COVID-19 pandemic was relatively good. Still, when the Covid-19 pandemic occurred, the situation was reversed. 56.8% of MSMEs in Indonesia are relatively deteriorating, and 14.1% are still in reasonably good condition. The most common thing that happens is a decrease in more than 30% turnover. Several things were done to maintain the business, namely 65% reducing the production of goods or services, reducing 50% of employees or the number of hours worked, and reducing 46% of the types of marketing or sales. Uniquely, 62.6% of MSMEs believe they



can survive more than one year through the crisis due to this pandemic. This certainly provides an opportunity for MSMEs' resilience in facing the crisis to be relied on.

Based on data from the Indonesian Ministry of Cooperatives and SMEs, Micro, Small and Medium Enterprises (MSMEs) are a type of productive economic business that has a crucial role in Indonesia's economic growth in the future. Some of its roles are fulfilling community needs through superior products, creating jobs, and increasing regional income. Owned by individuals and business entities (BI, 2015) [3]. In addition, based on data from the Indonesian Ministry of Cooperatives and SMEs, the absorption capacity of MSME workers can also be said to be high because it can absorb up to 119 million workers or 97% of the workforce absorption of the business world in 2020 (KHL, 2021) [6]. Law Number 20 of 2008 [7] defines Micro Enterprises as small companies owned and managed by a person or owned by a small group of people with several limitations, including: 1) Types of goods/commodities are not permanently fixed; can change at any time. 2) The place of business is not always permanent; it can change places at any time. 3) Have not done even a simple financial administration. 4) Do not separate family finances from business finances. 5) Human resources (entrepreneurs) do not have a good entrepreneurial spirit. 6) The average level of education is relatively shallow. 7) In general, they do not have access to banking, but some have access to non-bank financial institutions. 8) Generally, do not have a business license or other legal requirements, including NPWP. The condition of Micro Enterprises attracts stakeholders to try to participate in this development and empowerment, so that Micro Enterprises can grow bigger.

According to the Ministry of Cooperatives (2019) [7], five factors can encourage the promotion of Micro and Small Enterprises, including: 1) more comprehensive market access capabilities. 2) Financial institution financing support. 3) Improve product competitiveness. 4) Human Resource Development 5) Guaranteed ease of doing business. Furthermore, according to a study by Achmad Alfin (2021) [1], business actors can take several strategies to increase business opportunities: selling e-commerce, doing marketing through digital media, improving the quality of products and services, and establishing relationships. Either with consumers or establish marketing relationships with customers.

Muhammadiyah is a large organization in Indonesia that also has a role in the country's economic growth, creating an Aisiyah Entrepreneurial School community under the auspices of the Aisiyah Economic and Employment Council (MEK). Based on the observations that have been made, it is obtained that the business units owned by Aisiyah members generally have a Micro Business profile, as classified in Law number 20 of 2008 as described above.

Rapid technological advances and the Covid-19 pandemic have forced business actors to be able to use them optimally to compete and survive in the face of the crisis due to the current pandemic. The limitation of business management is due to the low level of human resources, thus limiting them from developing. One of the goals of the Aisiyah Entrepreneurial School is to develop interests and talents and entrepreneurial activities, especially for women. However, partners can already carry out their business activities. This is evidenced by the entrepreneurial activities that are still running today. Owned business creativity is an asset that needs to be developed. With the Aisiyah Entrepreneurial School activities, it is hoped that these women will be able to create business opportunities that can compete with the global market and help the family economy in particular.



This service activity is intended to motivate and develop online stores or those just starting a business by making online stores bigger to achieve an economy of scale so that they have competitiveness in the era of digitalization. This is also a form of realizing one of the government's targets to achieve 2 million micro, small and medium enterprises (MSMEs) to go digital through the Proudly Made in Indonesia (BBI) movement. The government is also encouraging 10 million micro, small and medium enterprises (MSMEs) to be connected to digital platforms because currently, only 13% or 8 million MSMEs have gone digital (Sulaeman, 2021) [8]. To realize these expectations, it is necessary to conduct training on creating an online store on a marketplace platform that meets the rules of digitization. Based on data from the Katadata Insight Center (KIC), the Internet that MSMEs widely use in running their business is smartphones, followed by PCs or laptops.

## METHOD

The objects of this community service activity are members and administrators of Aisyiyah who are members of the Aisyiyah Entrepreneurial School (SWA), both those who already have micro-businesses or not. This micro-enterprise from SWA is engaged in food, craft, and trade businesses located in Surakarta City, Kab. Sragen, Wonogiri Regency, Karanganyar Regency.

### *Learning methods*

The learning methods implemented in community service activities at the Aisyiyah Entrepreneurial School (SWA) include:

- a. Instilling understanding and ability to make online sales in the marketplace through education and training.
- b. Develop managerial skills and abilities through education and training.
- c. Developing the mentality of entrepreneurs who can be competitive through education and training.

### *Performance Procedure*

1. Preparation:
  - a. Identify partner needs and problems
  - b. Team formation: providing solutions to the constraints and problems faced by partners.
  - c. Preparation of proposals: solutions offered to partners' needs and problems
  - d. Coordination of the PKM team with partners: planning the implementation of activities operationally, conceptually, and according to the work scope of each team member.
  - e. Preparation of tools and materials for training activities.

2. Implementation:

The implementation of all activities is carried out at the Aisyiyah Entrepreneurial School in Surakarta City, Kab. Sragen, Kab. Wonogiri, Kab. Karanganyar, the sequence of activities is as follows:

- a. Counseling on the importance of using the marketplace to make online sales in the digitalization era as a result of the Covid-19 pandemic: Activities are carried out with a duration of 1 hour for one time.
- b. Mentoring and training in making online stores in the marketplace are simple: Activities are carried out for 1 hour three times.

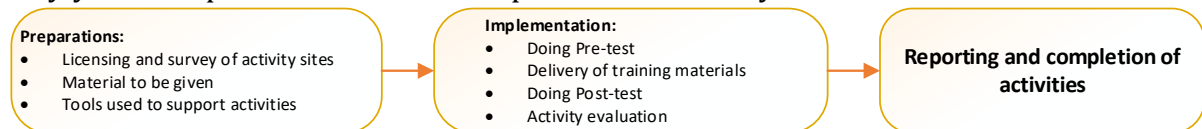


### 3. Evaluation:

Program evaluation is done by pretest before the lecture and training activities begin. A posttest is given to assess the extent to which the target understands the material that has been given.

### 4. Reporting:

Reporting on the activities results refers to the implementation of activities at the Aisiyah Entrepreneurial School in a predetermined city.



Picture 1. Activity Process

### *Teaching Material*

The teaching materials provided in this service activity include:

- a. Digital marketing basics
- b. Online shop planning
- c. Product Planning
- d. Marketing Planning

## RESULT

The lack of understanding of the Aisiyah Entrepreneurial School business women regarding technology, especially information technology and digitalization, is a real obstacle to the development and efficiency of business processes. This coincides with the Covid-19 pandemic, which has become an inhibiting factor for all businesses in Indonesia for the past two years. With training and introductions about business digitization through the creation of online stores, the basis of digital marketing, which includes product planning and marketing planning, can be one solution for business mothers at the Aisiyah Entrepreneurial School in Surakarta Residency in adapting and being able to compete during the Covid-19 pandemic and digitalization of business in the future. This training is a way to increase both soft and hard skills for the Aisiyah Entrepreneurial School businesswomen, so they can understand how to build good business models and implement businessZs run for business sustainability in the long term.

This activity began by providing material on the development of the digitalization era and the basis of digital marketing, starting from how to change consumer behavior, the use of content in social media and marketplaces, as well as steps to start selling online in the marketplace through presentation activities followed by discussion and mentoring sessions. The activity was carried out on November 1, 2021, at the C3 Hotel Ungaran with 60 participants, participants from the Aisiyah Entrepreneurial School business owners.

The service team carries out each implementation stage in overcoming the obstacles for partners in running entrepreneurship effectively. This was created because the materials and programs designed by the service team were following the needs of the participants and obtaining coordination assistance from the management of the Aisiyah Entrepreneurial School as partners in the community service program. Mentoring programs also need to be carried out to monitor the achievement of targets running well and determine the sustainability of this program so that it can be implemented effectively in the future. The hope



from the final result of this program is that it will be able to increase the provision of entrepreneurship for the training participants so that the participants who are housewives will be able to raise the welfare of their families, especially during the Covid-19 pandemic, which is still ongoing today.

## DISCUSSION

Preparation for the implementation of this activity begins with compiling materials and topics of discussion that will be given to the training participants (mothers of the Aisyiyah Entrepreneurial School business actors). Furthermore, the service team carries out implementation planning starting from the activity schedule, surveying partner locations, and coordinating with partners related to facilities and needs that support the implementation of activities.

The investigation was carried out by exploring the problems faced by partners, using the depth interview method related to constraints and understanding in digital marketing, the use of the marketplace as a business medium, and the product life cycle and marketing planning. The identification process is carried out to determine the various obstacles business actors face, especially during the Covid-19 pandemic. Then, determine how the advantages and processes of utilizing digital media and content to improve marketing during the Covid-19 pandemic are determined. Partners also provide skills (Aisyiyah Entrepreneurial School Management) as essential supplies and skills that support the businesses run by previous business actors so that there will be no difficulty following the material presented by the service team.

The debriefing provided by partners is intended to encourage the desire and develop entrepreneurial abilities of the Aisyiyah School of Entrepreneurial business actors starting from planning and implementation in entrepreneurship. The reality found is that some business actors have implemented a digital marketing process but are still not organized and do not know the benefits clearly how the benefits of each media or marketing channel differ. The limited knowledge and insight regarding entrepreneurship management is an obstacle in the business carried out by the Aisyiyah Entrepreneurial School business owners. In addition, the investigation carried out aims to find out the programs needed by partners and prioritize the development of science and technology that the Aisyiyah Entrepreneurial School has not touched.

The series of programs provided help improve the Aisyiyah School of Entrepreneurial Entrepreneurs' ability to plan the product cycle and marketing so that both the production process and the product sales process are more effective. MSMEs tend to have several obstacles, such as increasing raw material prices, limited human resources, having problems with capital, lack of facilities and infrastructure, and lack of access to product marketing (Anggraeni et al., 2013) [4]. The expected result of this activity is that business actors can produce expected outcomes such as better business growth and increased welfare not only in the Aisyiyah Entrepreneurial School environment but also in the environment around business actors.

Submission of the material provided for community service aims to broaden the horizons of business actors to create wider business opportunities. In addition to the process of delivering material, activities such as discussions and mentoring are carried out so that interaction and participation occur between the service team, partners and also business





actors, so that various forms of ideas, ideas, and solutions are found to be able to help business actors in running their current business.

## CONCLUSION

Submission of materials, discussions and assistance on digital marketing, marketplaces, and product and marketing planning is expected to improve resource management for business actors with various limitations so that they will be more effective in running their businesses. The Aisyiyah Entrepreneurial School businesswomen were able to participate in this activity well. It was hoped that it would increase insight, ideas, and business opportunities more effectively and overcome obstacles and obstacles faced in running a business during the Covid-19 pandemic. It is hoped that in the future, these businesswomen can develop their business through a digital platform so that it will increase their income and welfare and be able to become a sustainable business.

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