



ENTREPRENEURIAL MANAGEMENT AND UTILIZATION OF DIGITAL MARKETING FOR UMKM ACTORS IN NGARGOGONDO, BOROBUDUR DISTRICT, MAGELANG REGENCY

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Abstract

The Ngargogondo tourist village is one of the tourist villages in the Borobudur Village Economic Hall area (Balkondes Borobudur). The community service program carried out in Ngargogondo Village, Borobudur District, Magelang Regency aims to find out the obstacles or problems experienced by MSME actors so that the problems can be identified which will then be used as guidance material for each MSME so that MSMEs can develop forward and encourage the community's economy. around. The methods used are counseling, tutorials and discussions. This article was analyzed descriptively qualitatively with the results of the service carried out, namely that Ngargogondo MSME participants who took part in the training were able to apply the entrepreneurial management knowledge and skills they acquired to manage and run their businesses, Ngargogondo MSME participants who took part in the training were able to formulate and implement business strategies, Ngargogondo MSME participants who took part in the training were able to innovate products in their respective MSMEs, Ngargogondo MSME participants who took part in the training were able to carry out digital marketing to expand market reach and Ngargogondo MSME participants who take part in the training know alternative markets for the products they produce.

Keywords: *Entrepreneurship, Management, Digital Marketing.*

INTRODUCTION

Developing tourist villages can have a positive impact on local communities. Some of the benefits felt are increasing income from tourism service businesses, encouraging environmental conservation, and encouraging the preservation of culture that is developing in the village. Ngargogondo tourist village is one of the tourist villages in the Borobudur Village Economic Center (Balkondes Borobudur) area. This tourist village was only established in 2021. As a new tourist village, Ngargogondo Village is expected to continue to develop and be sustainable. According to the Department of Culture & Tourism, Ludens Tourism Space, & STARS (2016), the independence of tourist villages is assessed based on 8 components, namely (1) potential and attractions, (2) managerial capacity of managers, (3) community roles, (4) amenities, (5) marketing, (6) accessibility, (7) tourist visits, and (8) asset ownership.

Ngargogondo Village, Borobudur District, Magelang Regency is a village fostered by Tidar University, there are various regional potentials such as entrepreneurs or home industries, home industries or MSMEs in Ngargogondo Village with various forms of business, but with so many MSMEs in the village have not been able to absorb labor and improve the economy of the area. The focus of this program is the obstacles faced in the development of micro, small businesses carried out by Ngargogondo MSMEs in Ngargogondo Village, Borobudur District, Magelang Regency. Ngargogondo Micro, Small and Medium Enterprises (MSMEs) in Ngargogondo Village are businesses engaged in snacks and coffee. Ngargogondo

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MSMEs have great potential as one of the promising types of businesses because the products produced are processed products that are in great demand by the community. Opening MSMEs in Ngargogondo Village is a good business decision, especially to improve the economy of families and Ngargogondo Village. With good business prospects, the business will be better if the management and handling are right both in terms of human resources (owners/managers/employees), administration, marketing, and especially in terms of managing its finances. Therefore, the Ngargogondo MSMEs can grow and be dynamic if there is an increase and development of entrepreneurial management knowledge, business strategies and digital marketing to manage business, assets, finances, facilities, and infrastructure to increase the competitiveness of Ngargogondo MSMEs.

In terms of skills, Ngargogondo MSME actors are given materials on entrepreneurial management, business strategies and digital marketing. There is a provision of simple training in formulating and implementing business strategies, as well as how MSME participants carry out digital marketing. This is to make it easier for Ngargogondo MSME actors to direct their main targets or goals for the success of their business so that they can compete with similar MSMEs. In implementing this community service, Ngargogondo MSMEs are partners. Ngargogondo MSME actors need a better entrepreneurial management/business management or business management system in order to develop their business easily.

METHOD

The implementation of the Community Partnership Program is carried out using counseling, tutorial, and discussion methods. The systematics of implementing this community service activity are as follows: Step 1 (Counseling Method): Participants are given material on how to manage a good, effective and efficient business by increasing their knowledge of entrepreneurial management along with knowledge in formulating and implementing business strategies and using digital marketing. The goal is to provide new insights and improve knowledge and skills in entrepreneurial management to Ngargogondo MSME actors. The delivery of the counseling is in the form of lectures and questions and answers to participants; Step 2 (Tutorial Method): Training participants are given material on entrepreneurial management, business strategies and digital marketing. In this case, this activity aims to provide skills on how to manage an effective and efficient business, formulate and implement business strategies and how to apply digital marketing. This training is delivered in the form of detailed explanations and practices as well as questions and answers; Step 3 (Discussion Method): Training participants are given the opportunity to discuss problems related to entrepreneurial management, business strategies and digital marketing.

RESULTS AND DISCUSSION

The results of the training provided to Ngargogondo MSMEs showed significant improvements in various aspects of entrepreneurial management. First, the training participants succeeded in increasing their knowledge and skills in managing and running their businesses more effectively. This knowledge includes a deeper understanding of the principles of business management, which are an important foundation for the sustainability and development of small businesses. Second, the MSMEs who participated in the training demonstrated their ability to design more adaptive and innovative business strategies, especially in utilizing digital technology to expand market reach. The implementation of digital marketing strategies allows them to not only maintain existing markets but also significantly expand their market share. Third, the training participants developed a better understanding of the importance of product innovation in winning the competition. They are now more aware of the need to continue to develop and adapt their products to dynamic market demands, which ultimately increases the competitiveness of their businesses in the wider market. Fourth, the education provided in the training also succeeded in opening the insights of MSMEs about alternative markets through online platforms.

They are now more prepared and motivated to take advantage of the opportunities offered by online markets, which not only provide access to wider consumers but also allow them to operate with higher efficiency. The results of this training show that intervention through appropriate training and education can increase the capacity of MSME actors in various important aspects of their business, which ultimately contributes to increasing the competitiveness and sustainability of their businesses in the future.



Figure 1.The Community Service Team provides entrepreneurial management material



Figure 2.The Service Team provides digital marketing materials

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CONCLUSION AND SUGGESTIONS

The conclusion drawn from this community service activity is that with the existence of programmed community service activities, it will increase knowledge for Ngargogondo MSMEs. In this community service activity, the community service team focuses on providing counseling on training, and skills related to entrepreneurial management and digital marketing in managing and running their businesses. With the consideration of being able to manage the business to be more focused, realizing a good creative economy to support partner businesses in order to become a great, creative and innovative entrepreneur or group and be able to grow the economy in Ngargogondo Village, Borobudur District, Magelang Regency.

Suggestions or recommendations for the next community service activities in order to continue to develop and become advanced MSMEs, Ngargogondo MSMEs in Ngargogondo Village must participate in training, workshops and seminars on entrepreneurship more often so that they can improve their skills in business management and further assistance is still needed in order to improve and develop the skills of Ngargogondo MSME Actors in Ngargogondo Village, Borobudur District, Magelang Regency.

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