DIGITALIZATION AND E-COMMERCE OF MICRO, SMALL AND MEDIUM ENTERPRISES ACEH SOUVENIRS IN MUARA BATU DISTRICT, NORTH ACEH REGENCY

Murniati[1], Cut Sukmawati[2], Ti Aisyah, Aiyub[3], Nazaruddin[4], Grace Shella Karisma[5], Atikah Rifki[6]

Business Administration Study Program Faculty of Social and Political Sciences, Universitas Malikussaleh
Corresponding Author: murniati@unimal.ac.id

Abstract

Community service activities are carried out in Muara Batu District, North Aceh Regency. The determination of this location is based on several reasons, including the existence of Muara Batu District in the Malikussaleh University campus area which is directly adjacent to immigrants from students and people who work around the area, besides that, the main thing is that in Muara Batu District, North Aceh Regency, there are many Acehnese souvenir craftsmen who are still very behind in marketing their products so that craftsmen find it very difficult to achieve maximum sales achievement levels and this can result in production stalls which can have an effect on closing their businesses. The method of implementing community service is carried out with stages of preparation, training and mentoring as well as Monitoring and evaluation of activities, where we will monitor the craftsmen whether they have maximized their use of digital media in the process of selling their products. To facilitate the monitoring or evaluation process, the activity implementation team has also formed a WashUp group, where in the group the implementation team and the coaching team will interact and communicate with each other about matters relating to methods, strategies or matters relating to how to digitize the sale of Acehnese souvenir products. This activity was attended by UMKM craftsmen of Acehnese souvenirs, namely from Ule Madon Village, Meunasah Aron Village and Mane Tunoeng Village and craftsmen of other products as well, the Sub-district Head and also staff at the Sub-district Head's office, Mura Batu District, North Aceh Regency.

Keywords: Digitalization, E-Commerce, Technology.

INTRODUCTION

MSME products are goods or services produced by Micro, Small, and Medium Enterprises (MSMEs). MSMEs are generally small to medium-scale businesses, with limited employees and relatively small production capacity compared to large companies. MSME products can operate in various industries and produce various types of unique products. MSME products often have local characteristics, traditional values, quality crafts, or other uniqueness that distinguishes them from mass products produced by large companies. MSME products are often valued for their authenticity, sustainability, and contribution to the local economy and environmental sustainability. In Muara Batu District, North Aceh Regency, there are approximately 30 MSMEs, most of which are engaged in the field of local characteristics, namely Acehnese crafts. These crafts are in the form of creative designs of typical Acehnese embroidery carvings that are poured into various models of Acehnese motif bags, wallets, laptop bags, travel bags, clothing, and various other accessories.

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Figure 1.1 MSMEs in Muara Batu District

Figure 1.2 Typical Acehnese Motif UMKM Products

The center of Acehnese motif crafts in the Muara Batu sub-district of North Aceh is quite developed, this can be seen from the large market demand for Acehnese crafts, both locally, nationally and internationally. The Acehnese embroidery craft business is a traditional business and has been carried out for generations. This craft business is closely related to the market, and the end result of this business is a craft product that is sold to the market. However, the market is dynamic, namely always making changes through digital innovations in e-commerce. In this case, the community/owners of MSMEs are required to be creative and more sensitive to technological developments, because nowadays technology is a very extraordinary media in making a program successful so that products with local characteristics can develop at the local, national and international levels. Acehnese embroidery MSME products have high value and quality which are produced with full dedication and expertise. However, they face major challenges in facing the era of digitalization and e-commerce. These MSME owners should be able to utilize digital technology to be able to market their products effectively, they can expand their market reach, increase operational efficiency, and increase sales significantly.

However, they have very limited knowledge and skills in the field of technology. Lack of support and access to digitalization and e-commerce training is a major obstacle faced by MSMEs. The local government has not realized the great potential of MSMEs in driving regional economic growth, so it has not given adequate attention to developing their digital capabilities. In addition, community organizations in the village have not realized the urgency of providing support and training to MSMEs in digitalization and e-commerce. Limited resources and other priorities make this training a neglected priority. In this condition, MSMEs feel marginalized and left behind in the rapidly developing digital era. They cannot optimize their potential, and continue to face obstacles in reaching a wider market. For this reason, the Malikussaleh University Educational Institution through the Institute for Research and Community Service (LPPM) wants to provide e-commerce digitalization training in the hope that MSME owners will be more empowered in marketing their products so that a stable sales pattern will be realized and ultimately this will achieve stable results.

Partner Issues
1. Not yet aware of the potential of digitalization and e-commerce in increasing their competitiveness and market access.
2. Limited resources, whether in terms of funds, technical skills, or accessibility to adequate digital infrastructure. This can be an obstacle for them in adopting and utilizing digital technology for business development.
3. Lack of Skills and Knowledge: Many MSMEs lack knowledge about the use of digital technologies and online marketing strategies. They may not have the skills needed to effectively manage a website, social media, or e-commerce platform.
4. Lack of Support and Access to Training: Lack of support from the government, community organizations, or educational institutions in providing training and mentoring to MSMEs in adopting digital technology can be a barrier. Proper training can help MSMEs understand the potential of e-commerce and effective digitalization strategies.

Objectives and Benefits of Activities
Through e-commerce digitalization training, participants are expected to gain the knowledge, skills, and understanding needed to effectively integrate digital technology and e-commerce into their businesses.

Problem Solution.
The main problem faced by MSME owners in Muara Batu District, North Aceh Regency is the lack of understanding in marketing the products they have produced using digital media, this results in their products not developing in the market, even though their products are of very high quality and have high economic value. To overcome this problem requires collaborative efforts from the government, educational institutions, community organizations, and MSME actors themselves. Support in the form of education, training, accessibility of digital infrastructure, development of supportive policies, and promotional efforts and socialization of the benefits of digitalization and e-commerce can help improve and encourage the growth of MSMEs. The Malikussaleh University Educational Institution through the Research and Community Service Institute (LPPM) wants to help MSME owners to provide education and training in e-commerce digitalization in order to increase the selling power of the products they have produced.

IMPLEMENTATION METHOD
This community service activity was carried out in Muara Batu sub-district, North Aceh Regency. The determination of this location was based on several reasons, including the existence of the sub-district in the Malikussaleh University campus environment which is directly adjacent to immigrants from among students and people who work around the area, besides that in the sub-district

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there are many people who have businesses/businesses of Acehnese souvenir crafts. The stages carried out in this community service are:

Implementation steps.

There are several methods that can be used in e-commerce digitalization training, namely:
1. Lecture and Presentation: This method involves the delivery of material by the instructor through lectures and presentations. The instructor will provide explanations and information about the concept of digitalization and e-commerce, online marketing strategies, the use of e-commerce platforms for MSME products
2. Discussions and Forums: This method involves group discussions and forums where trainees can share experiences, ideas and challenges related to digitalization and e-commerce. These discussions enable exchange of knowledge among trainees and learning based on practical experience.
3. Practical Exercises: This method involves hands-on practical exercises in using e-commerce platforms, digital marketing tools, and analytics. Trainees will be given assignments or projects to practice the skills they have learned and apply them in their own business context.
4. Simulation and Role Play: This method involves the use of simulations or role plays to depict situations or scenarios in the context of digitalization and e-commerce. Trainees will be given specific roles and asked to make decisions or solve challenges in the simulation.
5. Online Training: This method involves using online training platforms, such as e-learning courses or webinars, to deliver materials and interactions virtually. Trainees can access training materials anytime and anywhere, and interact with instructors through online forums or Q&A sessions.
6. Mentoring and Coaching: This method involves individual or small group mentoring by instructors or experts in the field of digitalization and e-commerce. Trainees will receive specific guidance, feedback, and direction in developing a digital strategy that suits their business.

Program Benefits.

This training is expected to be useful:
1. Providing e-commerce digitalization training provides an opportunity for MSMEs to gain the knowledge and skills needed to utilize digital technology and e-commerce platforms. They will learn relevant concepts, strategies, and tools to grow their business online. In addition, MSMEs can carry out Market Expansion and Wider Reach, By using digitalization and e-commerce, MSMEs can reach a wider market, both locally and globally. This training helps MSMEs understand how to build and manage online stores, optimize digital marketing strategies, and increase the visibility of their products on e-commerce platforms.
2. In addition, after being given training, MSME business actors can improve Operational Efficiency, meaning that e-commerce digitalization allows automation of business processes, inventory management, order management, and payment transactions. This training helps MSME actors understand how to integrate digital technology into their operations, improve efficiency, and reduce human error.
3. Increased Competitiveness: In the digital era, a strong online presence and effective digital marketing strategies can provide a competitive advantage for MSMEs. E-commerce digitalization training helps MSMEs develop the ability to compete with large companies and leverage their unique strengths in marketing products online.
4. Improved Business Sustainability: With the adoption of digitalization and e-commerce, MSMEs can reduce their dependence on traditional sales channels that may be limited or affected by external circumstances. This training helps MSMEs develop the ability to face challenges that may arise in the future and improve their business sustainability.
5. Access to Resources and Networks: E-commerce digitalization training can also open doors for MSMEs to access resources, networks, and other support. They can connect with other MSME

communities, mentors, digital experts, and potential business partners who can provide support and collaboration opportunities.

6. Increased Revenue and Business Growth: By increasing their online presence and optimizing their digital marketing strategies, MSMEs have the potential to increase their sales and revenue. E-commerce digitalization training helps MSMEs identify new growth opportunities, design effective strategies, and improve their overall business performance.

RESULT AND DISCUSSION
Implementation of Activities and Their Results

Community service with the theme "Digitalization of Aceh Souvenir E-Commerce in Muara Batu District, North Aceh Regency" was held on Wednesday, August 21, 2024. The event was held in the Hall of the Muara Batu District Office, North Aceh Regency, which started at 13.30 WIB to 17.00 WB, which was attended by the Sub-district Head, Sub-district Staff, Aceh Souvenir craft entrepreneurs from Ule Madon Village, Menasah Aron Village and Mane Tunoeng Village. The training process was carried out with a presentation of material by Murniati, S.sos., MSP as an academic who provided material on understanding thought patterns and attitude patterns in facing challenges in the era of globalization in the context of the home industry business. In a practical context, the core speaker was delivered by Al Bastian, in this context Mr. Bastin as a very competent digital practitioner and expert in his field who is considered very capable of training these entrepreneurs to switch from conventional sales patterns to electronic/digital sales patterns. The materials provided in the implementation of this community service are:

1. Basic training.

   In today's digital age, e-commerce has become one of the most vital components of modern business. This training is designed to equip you with the basic knowledge and skills needed to start and manage a successful e-commerce business.

   E-commerce digitalization refers to the process of utilizing digital technology to manage and run trading activities. It covers various aspects ranging from creating an e-commerce website, digital marketing strategies, to analyzing sales data. With digitalization, you can reach a wider market, improve operational efficiency, and optimize customer experience.

   In this basic training, the speaker provides explanations and provides a complete understanding of the nature of e-commerce digitalization.

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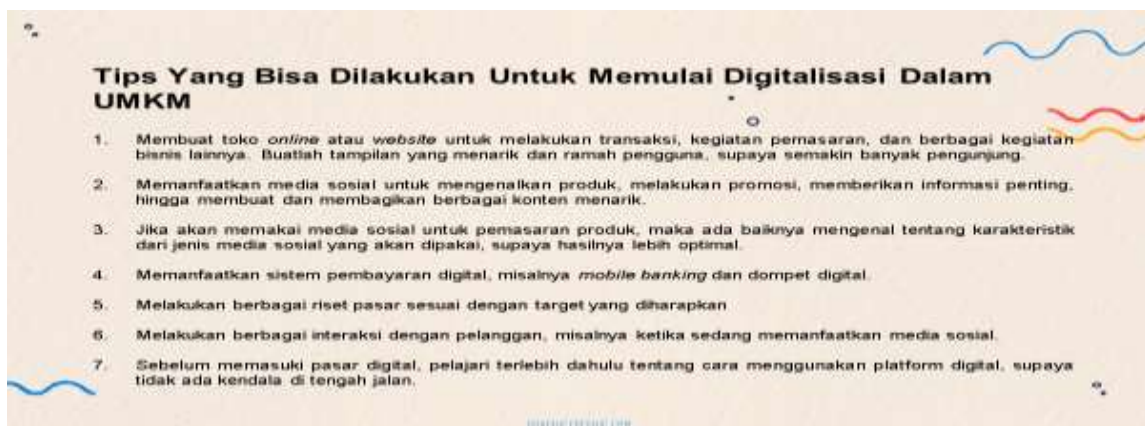
2. Practical training.

   In this stage, participants will be guided to practice directly on how to make sales through an e-commerce platform from start to finish. This activity is designed to provide direct experience and application skills in the world of e-commerce. In this training, participants will not only get theory but will also practice it directly to ensure a deep understanding and skills that are ready to be applied in the field.

Influence and Impact of Activities

Analyzing the influence and impact of community service activities, there are several aspects that need to be explained and analyzed carefully, such as; Measurable objectives, the role of community service partners, university contributions, the role of the implementing team, indicators of success, continuous monitoring and evaluation, feedback and improvement and community support.

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Measuring the influence on partners (in this case, MSME actors in Muara Batu sub-district), is done using several methods applied by the service team, namely:

1. Measuring initial knowledge and attitudes. Before the seminar, the team asked several questions to measure the participants' initial knowledge about their understanding of e-commerce and their attitudes towards this issue. The team discussed this with the Muara Batu sub-district head of North Aceh Regency, Mr. Munawir, SSTP., M.Sc.
2. Post-training knowledge test. After the training, the team conducted a knowledge test of participants on understanding e-commerce digitalization, then compared the results with the initial data to determine how much their knowledge had increased.
3. Evaluation of attitude change. Asking questions about changes in participants' perceptions and attitudes towards E-commerce Digitalization.
4. Participant feedback. Participants provide verbal feedback about the training. This is done to provide valuable insight into their experience and whether they found the training useful.

By using a combination of these methods, the team can comprehensively measure the influence and impact of training on participants' knowledge and behavior related to the topic of E-commerce digitalization. With these steps, it will help the service team assess the effectiveness of the service and make appropriate improvements in the future. Measuring the influence and impact for Malikussaleh University in implementing the service, the service team uses several indicators and evaluation methods as follows:

1. Network and relationship development. By implementing community service activities, it can strengthen the university's relationship and network with local communities and related organizations (in this case, the sub-district government and village government in the Muara Batu sub-district, North Aceh Regency).
2. Reputation enhancement. It is expected that by implementing community service programs, Malikussaleh University's reputation can be enhanced as an institution that cares about social and economic problems and contributes to their resolution.
3. Publication and dissemination of results. The university requires outputs to be completed by the service team by publishing and disseminating the results of the service. By implementing community service carried out by the service team, it can increase the number of publications and can increase media coverage related to service/seminars so that it is hoped that it will ultimately increase awareness of the problem of E-commerce Digitalization.

With the above, the university can analyze its impact and prepare an evaluation report detailing achievements, lessons learned, and recommendations for future improvements. This evaluation will help the university understand the extent to which community service activities are beneficial and can increase their involvement in relevant social issues. Measuring the influence and impact on the community service team in implementing community service, the team uses several indicators and evaluation methods as follows:

1. Participation and attendance. The service team recorded the participants who participated in the service activities. The service activities were attended by participants from UMKM craftsmen in Muara Batu sub-district, North Aceh district and academics totaling more than 30 participants.
2. Participant satisfaction. Asking for feedback on the activity. This is done by asking several questions about the quality of the material, delivery and overall impression. These results can help the service team understand the extent to which the service event met the participants' expectations.
3. Impact of participants' knowledge and attitudes. The service team conducted discussions and Q&A in measuring changes in participants' knowledge and attitudes related to the topic of drugs and addict behavior before and after the training.
4. Collaboration with partners. With community service activities, the service team establishes harmonious and constructive relationships, and this can continue to be established for other activities in the future.
5. Improving the knowledge of the service team. The service team realizes that with this activity, it can provide deeper control, especially with the concrete contribution from the community who

share their experiences so far, especially how to increase sales on the E-commerce platform and how they can later explore local, national and international markets. The service team can also indirectly develop skills that focus on analyzing social phenomena, communication and management in supporting better understanding.

6. Improving cooperation between service teams and partners (sub-districts and villages)
7. Improved reputation. With community service activities, the service team can improve their positive reputation. This is because there is a demand from Malikussaleh University to publish all results of community service activities in community service journals and in the mass media, and also requires registering IPR from this activity.

Conclusion

The conclusions obtained from this community service activity are as follows:

1. Community service with the theme "Digitalization of E-Commerce for Acehnese Souvenir UMKM Products" was held on Wednesday, August 21, 2024. The event was held in the Hall of the Muara Batu District Office, North Aceh Regency, which started at 13.30 WIB to 17.00 WB, which was attended by craftsmen of Acehnese souvenir UMKM products and other products, the Sub-district Head and sub-district staff. The training material was delivered by Murniati, S.sos., MSP, an expert in community empowerment and also Mr. El Bastian, S.Kom, who is an IT and digital expert who is also active as a Public Relations team at Malikussaleh University.
2. In the implementation of this community service activity, it is inseparable from the contribution and expertise of the community service team. Different educational backgrounds are a very positive thing and can provide constructive contributions in terms of preventing drug abuse, as well as helping to build positive values that can be applied by various parties in Muara Batu District, North Aceh Regency. Each team member can bring their unique perspective to this effort, which can ultimately increase the positive impact on the surrounding community.
3. Measuring the influence on partners (in this case the village community in Muara Batu sub-district, North Aceh Regency) is done using several methods applied by the service team, namely: measuring initial knowledge and attitudes, testing knowledge after training, evaluating changes in attitudes and participant feedback.
4. To measure the influence and impact on Malikussaleh University in implementing community service, the community service team uses several indicators and evaluation methods as follows: developing networks and relationships, improving reputation, publication and dissemination of results.
5. Measuring the influence and impact of the service team in implementing the service, the team uses several indicators and evaluation methods as follows: participation and attendance, participant satisfaction, impact of participant knowledge and attitudes, collaboration with partners, increasing the knowledge of the service team, increasing cooperation between the service team and partners (sub-district heads of Muara Batu District, North Aceh Regency), and increasing reputation.

Suggestion

In order to help ensure community service activities that have a positive and sustainable impact in preventing drug abuse and building a generation of character in Muara Batu District, North Aceh Regency, several steps need to be taken, such as:

1. active involvement of UMKM craftsmen. Local UMKM craftsmen must be more highly motivated in increasing sales of their products with digital patterns, especially in an era of increasingly sophisticated technology if this is not utilized properly then the UMKM product market will be left behind by other products.
2. The perspective and way of thinking of craftsmen must be changed, from conventional sales patterns to modern patterns.

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3. Sub-district governments and village governments must always periodically monitor the development of MSME marketing in their areas of authority.

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