



The Role of Digitalization for Entrepreneur in Lontar Village

Solehatin Ika Putri^{1*}, Widya Nur Bhakti Pertiwi², Muhammad Johan Widikusyanto³, Edwin Perdana Adiwijaya⁴

^{1*,2,3,4}Fakultas Ekonomi dan Bisnis, Universitas Sultan Ageng Tirtayasa

putri.solehatin@untirta.ac.id^{1*}) (corresponding author)

Abstrak

Desa Lontar di Regency Tangerang dengan berbagai potensi termasuk perikanan laut dan pertanian. Hasil dari kegiatan memancing dan pertanian masyarakat biasanya dijual langsung ke perantara sehingga keuntungan yang diperoleh oleh komunitas kurang dari optimal. Komunitas desa terpencil yang masih kekurangan pengetahuan dan keterampilan dalam pemasaran bisnis mereka membutuhkan bantuan dalam memanfaatkan media digital. Kebanyakan orang memiliki ponsel dan jaringan internet. Berdasarkan kekurangan dan potensi ini, artikel ini bertujuan untuk menentukan peran digitalisasi untuk kewirausahaan di desa Lontar. Metode implementasi dilakukan melalui tahap (1) Perencanaan dan persiapan (2) Implementasi lokakarya dan pelatihan (3) Evaluasi. Hasil dari pelatihan ini adalah bahwa peran digitalisasi dalam teori untuk kewirausahaan sangat penting. Adapun aplikasi untuk bisnis komunitas, itu digunakan untuk meningkatkan pemasaran produknya dan untuk mendapatkan keuntungan yang lebih baik dari kegiatan ekonomi ini. Hasilnya dapat digunakan untuk memfokuskan penggunaan media sosial tertentu yang relevan dengan pasar sasaran.

Kata kunci: *Digitalisasi, Kewirausahaan, Pemasaran*

Abstract

Lontar Villages in Tangerang Regency with various potentials including marine fisheries and agriculture. The results of community fishing and farming activities are usually sold directly to middlemen so that the profits obtained by the community are less than optimal. Lontar village communities who still lack knowledge and skills in marketing their business need assistance in utilizing digital media. Most people have cellphones and an internet network. Based on these shortcomings and potential, this article aims to determine the role of digitalization for entrepreneurship in Lontar village. The implementation method is carried out through stages (1) Planning and preparation (2) Implementation of workshops and training (3) Evaluation. The result of this training is that the role of digitalization in theory for entrepreneurship is very important. As for its application to community businesses, it is used to improve the marketing of its products and to obtain better profits from these economic activities. The results can be used to focus the use of certain social media that are relevant to the target market.

Keywords: *digitalization, entrepreneurship, marketing*



Introduction

The importance of knowledge in the field of entrepreneurship makes it easier to develop entrepreneurship, making starting a business more interesting and less scary. New knowledge in developing the right entrepreneurial spirit eliminates the doubts and fears that arise when starting a business. (Asbaruna, L. W , & Gorib, R, I. : 2022). Buying and selling activities with entrepreneurship are often equated by ordinary people with the assumption that entrepreneurship is selling and selling part of entrepreneurship. Entrepreneurship is the application of creativity and innovation to solve problems and efforts to take advantage of opportunities faced by people every day. According to Sara, K. D & Fitryani (2020), entrepreneurship has an important role in business development, especially for MSMEs, because it can encourage even better economic growth, especially in today's digital era. The use of digital media and the role of an entrepreneur become very influential to increase economic activity.

Radiansyah, Egi (2022) digitalization can be seen as an increase in data generation, analysis, and use, on the one hand also to improve the internal efficiency of the company, and on the other hand to grow the company by adding value to customers through the change from analog to digital formats. The challenges, opportunities, and effects of digitalization have a profound influence on both business leaders and politicians. This requires attention from researchers. For example, integration is prone to challenges, and its development may not be uniform across business sectors. Therefore, researchers need to study digital technology in such a way that it reveals its uniqueness without assuming that everything derived from digital technology must be unique. The need for digitalization in the current era is driven by the increasing use of digital media. All activities of the dominant community are carried out through digital media, so the use of digital media must be optimal for business actors. Istanti, E & Sanusi. (2020) said that the existence of social media which has wide, easy and fast access is utilized by small MSME entrepreneurs to be bolder in promoting their products as an effective and efficient marketing medium. It is hoped that the use of social media will be able to increase the marketing reach of MSME businesses.

Lontar Village is one of the villages in Tangerang regency with various potentials, especially marine fisheries where most of the people are fishermen. In addition, agricultural activities are also widely carried out. The results of fishing and farming activities are usually sold to middlemen directly so that the profits obtained by the community are less than optimal. Lontar villagers who still lack knowledge and skills in marketing their business need assistance in utilizing digital media. Most people have mobile phones and internet networks. Based on these shortcomings and potentials, this article aims to determine the role of digitalization for entrepreneurship in lontar village.

Implementation Method

The Implementation Method contains the following: (1) Planning and preparation (2) Implementation of workshops and training (3) Evaluation. This stage is carried out

to find out exactly what the community needs amid the potential possessed by the village.

Planning activities began with initial coordination with lontar village officials. This initial coordination discusses the problems experienced by the community and follow-up actions to overcome them. Next, a team meeting was held to discuss the right event concept to address this partner's problem. Activities in the form of digitalization of entrepreneurship are assessed activities that are needed by partners. In addition, the planning also prepared materials and equipment and equipment that can support the implementation of the program properly. Furthermore, the workshop and training on entrepreneurship digitalization will be held on March 19, 2024. The implementation of this activity also involves students in student work lecture activities. The participants of the activity were the lontar village community who had a business represented by approximately 15 people along with the ranks of village officials. The workshop was held with lectures and discussions. Material on the importance of digitalization and the use of social media in entrepreneurship, especially for MSMEs. After the event is over, evaluation activities are carried out. This is a form of evaluation to see the impact of the workshop on participants' knowledge.

Result and Discussion

The result of the service activity begins with an agreement with the lontar village community, namely on March 19, 2024. The service team consisting of Untirta lecturers and students held a workshop at the Lontar Village office, Kemiri District, Tangerang Regency. The activity was attended by village officials and business communities as shown in Figure 1.



Figure 1. Workshops and training activities

The activity began with remarks from the head of the activity committee. One of the contents of the speech was the delivery of the purpose and purpose of this activity. The chairman of the committee, in addition to giving a speech, also officially opened the event. In addition to the head of the activity, remarks were also given by the Head of Lontar Village who in his speech expressed his appreciation for the implementation of this activity and the hopes that could be obtained after attending workshops and training.

The next event after the remarks was the core activity with the delivery of entrepreneurial digitalization material and continued with the use of social media in the application of digitalization. The first material conveys the importance of digitalization

for businesses today, its role and stages of implementation. The second material in detail discusses what social media can be used such as whatsapp business, facebook ads and other media that are currently being used such as tiktik and Instagram. This activity was completed with discussions and questions and answers to strengthen community understanding and practice in utilizing digital media that had been described. Furthermore, the symbolic giving of certificates to speakers as shown in figure 2 below.



Figure 2. Certificate Submission

Conclusion

The entire workshop activity in collaboration with Lontar Village has been carried out smoothly and according to plan. The main objective of holding the workshop is to increase knowledge and skills regarding the role of digitalization for entrepreneurship from participants was also achieved. The role of digitalization, especially for MSME business actors in Lontar Village, can be an opportunity for academics to conduct research and service. Optimization of understanding and practice in each community business is used to improve the marketing of its products and to get better profits from these economic activities. The results can be used to focus on the use of certain social media that are relevant to the target market.

Acknowledgments

We express our gratitude to Sultan Ageng Tirtayasa University. Implementation of KKM 28 Lontar Village in 2024 and all communities and officials of Lontar Village, Kemiri District, Tangerang Regency.

References

Asbaruna, L. W , & Gorib, R, I. (2022). PENGEMBANGAN JIWA ENTREPRENEURSHIP BAGI GENERASI MUDA MELALUI PELATIHAN KEWIRAUSAHAAN. *Jurnal Pengabdian Masyarakat (Pemberdayaan, Inovasi dan Perubahan)*. JPM, Vol. 2, No. 3, Mei 2022

- Istanti, E & Sanusi. (2020). Pemanfaatan media sosial bagi pengembangan umkm di desa kedungrejo, kecamatan jabon, sidoarjo. *Jurnal Komunikasi Profesional* Vol 4, No 2, 2020
- Radiansyah, Egi. (2022). Peran Digitalisasi Terhadap Kewirausahaan Digital: Tinjauan Literatur Dan Arah Penelitian Masa Depan. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*. Vol. 9 No. 2 Mei-Agustus 2022, 828-837
- Sara, K. D & Fitryani. (2020). PERAN KEWIRAUSAHAAN DAN E-COMMERCE TERHADAP PERKEMBANGAN USAHA MIKRO, KECIL DAN MENENGAH (UMKM) DALAM PERSPEKTIF ISLAM. *Jurnal EMA - Ekonomi Manajemen Akuntansi – Volume 5 Nomor 2 Desember 2020*