



Socialization of Improving Sales Quality for MSMEs in Semarang City

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Abstrak

Abstrak berisi: Resesi global tentu akan melemahkan ekspor yang menjadi salah satu sumber pertumbuhan di Indonesia. Selanjutnya, melemahnya ekspor yang diikuti menciutnya aliran modal asing akan melemahkan nilai tukar rupiah, terlebih aliran modal keluar berpotensi meningkat seiring kenaikan bunga acuan di negara-negara maju. Jika kita berandai-andai bahwa dunia akan mengalami resesi, maka dampaknya baik langsung maupun tidak langsung akan menghantam ekonomi dalam negeri, dimanapun. Oleh sebab itu, setiap negara perlu menyiapkan diri dalam menghadapi ancaman resesi. Tujuan: Memberikan wawasan mengenai peningkatan kualitas penjualan pada UMKM di Kota Semarang dan Memberikan sosialisasi & pelatihan digitalisasi penjualan UMKM di Kota Semarang. Metode Pelaksanaan memuat hal-hal sebagai berikut: (1) Perencanaan dan persiapan (2) Pelaksanaan pelatihan (3) Evaluasi kegiatan inti dengan penyampaian materi digitalisasi kewirausahaan dan dilanjutkan dengan pemanfaatan media sosial dalam penerapan digitalisasi. Materi pertama menyampaikan tentang pentingnya digitalisasi untuk bisnis saat ini, peranannya dan tahapan penerapannya. Materi kedua membahas secara detail media sosial apa saja yang bisa digunakan seperti whatsapp business, facebook ads dan media lain yang sedang digunakan seperti tiktok dan Instagram. Kegiatan ini diakhiri dengan diskusi serta tanya jawab untuk memperkuat pemahaman dan praktik masyarakat dalam memanfaatkan media digital yang telah dijelaskan. Keseluruhan kegiatan Pelatihan Pelaku UMKm kota semarang telah terlaksana dengan lancar dan sesuai rencana. Tujuan utama diadakannya Pelatihan adalah untuk meningkatkan pengetahuan dan keterampilan mengenai peran digitalisasi terhadap kewirausahaan dari para peserta juga tercapai. Khususnya bagi pelaku usaha UMKM di Kota Semarang, dapat menjadi peluang bagi para akademisi untuk melakukan penelitian dan pengabdian. Optimalisasi pemahaman dan praktik pada setiap usaha masyarakat digunakan untuk meningkatkan pemasaran produknya dan mendapatkan keuntungan yang lebih baik dari kegiatan ekonomi tersebut. Hasilnya dapat digunakan untuk fokus pada penggunaan media sosial tertentu yang relevan dengan target pasar.

Kata kunci: *Pelaku UMKM, Pemasaran Digital*

Abstract

The abstract contains: The global recession will certainly weaken exports which are one of the sources of growth in Indonesia. Furthermore, weakening exports followed by shrinking foreign capital flows will weaken the rupiah exchange rate, especially as capital outflows have the potential to increase along with the increase in benchmark interest rates in developed countries. If we assume that the world will experience a recession, then the impact, both directly and indirectly, will hit the domestic economy, everywhere. Therefore, every country needs to prepare itself to face the threat of recession. Objective: To provide insight into improving the



quality of sales for MSMEs in Semarang City and to provide outreach & training on digitizing MSME sales in Semarang City. Implementation Method includes the following: (1) Planning and preparation (2) Implementation of training (3) Evaluation. core activities by delivering material on entrepreneurship digitalization and continued with the use of social media in implementing digitalization. The first material conveys the importance of digitalization for today's business, its role and stages of implementation. The second material discusses in detail what social media can be used, such as WhatsApp Business, Facebook Ads and other media that are currently being used, such as TikTok and Instagram. This activity ended with a discussion and questions and answers to strengthen the community's understanding and practice in utilizing digital media which has been explained. All Semarang City MSME Actor Training activities have been carried out smoothly and according to plan. The main aim of holding the training was to increase the knowledge and skills regarding the role of digitalization in entrepreneurship for the participants. especially for MSME business actors in Semarang City, it can be an opportunity for academics to carry out research and service. Optimizing understanding and practice in every community business is used to improve the marketing of its products and get better profits from these economic activities. The results can be used to focus on specific social media uses that are relevant to the target market.

Keywords: MSMEs, Digital Marketing

Introduction

Bank Indonesia (BI) estimates that the world economy in 2023 will decline to 2.6%, resulting in an estimated threat of a global recession in 2023(Oliviera et al., 2023). The unstable global economy has also affected the Indonesian economy, especially in the export-import channel and foreign capital flows.

The global recession will certainly weaken exports which are one of the sources of growth in Indonesia. Furthermore, weakening exports followed by shrinking foreign capital flows will weaken the rupiah exchange rate, especially capital outflows have the potential to increase in line with the increase in benchmark interest rates in developed countries. If we assume that the world will experience a recession, then the impact either directly or indirectly will hit the domestic economy, anywhere. Therefore, every country needs to prepare itself to face the threat of recession.

In this condition, Indonesia needs to increase economic independence through strengthening the domestic economy which is none other than Micro, Small and Medium Enterprises (MSMEs) (Romdhona et al., 2021). This means that in the midst of increasing economic uncertainty, MSMEs can be the savior of the Indonesian economy. MSMEs are able to become a source of frontline acceptance that can survive and be a solution in facing various crises that have occurred in Indonesia (Mulyana et al., 2021). In 1998, MSME players became the savior of the national economy and became the driving force of the economy at that time.

The ASEAN Investment Report states that as of September 2022, Indonesia has the largest number of MSMEs in the ASEAN region. In 2021, MSMEs in Indonesia are estimated to reach 65.46 million units. Furthermore, from this amount, MSMEs are able to absorb up to 97% of the workforce, contribute 60.3% to Gross Domestic Product (GDP), and contribute 14.4% to national export activities. Therefore, this sector contributes greatly to efforts to reduce the number of unemployed. Through an increase in the number of MSMEs that always increase, indirectly the number of unemployed will be reduced and economic growth increases.

For MSMEs, running a business amid the threat of world economic weakness is certainly not easy. MSMEs need to manage financial health. They must also be able to develop their products through digital technology which is now very important to keep up with the times. Currently, the acceleration of digitalization is one of the most important in the development of MSMEs. Digitalization will encourage the MSME sector to develop optimally along with the expanding market.

The growth of MSMEs in Semarang City is very large. It is recorded that currently there are around 91 thousand licensed MSMEs. Therefore, it is very necessary for MSMEs to be able to improve the quality of their sales.

Objective: Provide insight into improving sales quality for MSMEs in Semarang City and Provide socialization & training on digitalization of MSME sales in Semarang City.

Implementation Method

The Implementation Method contains the following: (1) Planning and preparation (2) Training implementation (3) Evaluation. This stage is carried out to provide what MSME players need in Semarang related to digitalization-based sales. Planning activities begin with initial coordination with the coordinator of MSMEs in Semarang City. This initial coordination discusses the problems experienced by MSME actors and follow-up in increasing sales. Furthermore, a team meeting was held to discuss the concept of the right event to overcome MSME problems. Activities in the form of digitalization of entrepreneurship are considered to be activities needed by MSME actors. In addition, the planning party also prepares materials and equipment and equipment that can support the implementation of the program properly. Furthermore, entrepreneurship digitalization workshops and training will be held on May 23, 2023. The implementation of this activity involves lecturers in the Community Service TEAM and 2 students to assist in activities. The participants of the activity were the people of Lontar village who had businesses represented by approximately 20 MSME actors in Semarang City. Training is carried out with lectures and discussions. Material on the importance of digitalization and the use of social media in increasing sales. entrepreneurship, especially for MSME players in Semarang City. After the event is over, evaluation activities are carried out. This is a form of evaluation to see the impact of training on participants' knowledge.

Result and Discussion

The results of the service activities began with a discussion with one of the coordinators of MSME actors on May 15, 2023 and continued with an agreement to provide training for MSME actors on May 23, 2023. The service team consisting of lecturers and students held training in the campus auditorium.



Figure 1. Coordination with one of the coordinators



Figure 2. Training Activities

The activity began with remarks from the head of the activity committee. One of the contents of his remarks was the delivery of the aims and objectives of this activity. The chairman of the committee in addition to giving remarks also officially opened the event. Core activities 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 today's business, its role and the stages of its implementation. The second material discusses in detail what social media can be used such as whatsapp business, facebook ads and other media that are being used such as tiktik and Instagram. This activity ended with a discussion and question and answer to strengthen people's understanding and practice in utilizing digital media that has been explained.

The main purpose of holding this workshop is to improve knowledge and skills regarding the role of digitalization for entrepreneurship from the participants was also achieved. The role of digitalization, especially for MSME business actors in Semarang City. Optimization of understanding and practice in each community business is used to improve the marketing of its products and get better profits from these economic activities. The results can be used to focus on specific social media utilizations that are relevant to the target market.

Conclusion

The entire UMKm Perpetrator Training activity in Semarang City has been carried out smoothly and according to plan. The main objective of the training is to improve knowledge and skills regarding the role of digitalization on entrepreneurship of the participants was also achieved. especially for MSME business actors in Semarang City, it 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 get better profits from these economic activities. The results can be used to focus on specific social media uses that are relevant to the target market.

Acknowledments

Write a thank you note to partner institutions / institutions of MSME Actors.

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