



Business Empowerment through Digital Marketing Strategy and Accounting Report at KWT Permata

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Abstrak

Kelompok Wanita Tani (KWT) merupakan wadah yang memberikan kesempatan bagi kaum perempuan untuk turut serta memajukan sektor pertanian. Salah satu contohnya adalah KWT Permata yang diharapkan dapat memberikan kesempatan bagi kaum perempuan di desa untuk menyalurkan kemampuannya dalam mengelola lahan pertanian. Kegiatan yang diselenggarakan oleh KWT Permata seperti pelatihan teknis, manajemen usaha, dan pemasaran produk bertujuan untuk meningkatkan aktualisasi diri kaum perempuan di lingkungan sosialnya. Penelitian ini akan membahas tentang peran KWT dalam memberdayakan perempuan desa di Bali, khususnya melalui produksi kombucha, tantangan yang dihadapi, serta dampaknya terhadap kesejahteraan ekonomi dan sosial mereka. KWT Permata selama ini sudah terkelola dengan baik dan sudah tersentuh bantuan dari Pemerintah untuk mendukung kerja KWT, namun belum ada atau belum mengetahui tata cara pembukuan/catatan harian terkait produksi, pendapatan, biaya, laba rugi, sehingga sangat tidak mengetahui dengan jelas kondisi dan posisi keuangannya, belum ada model pemasaran untuk mempromosikan produknya, kemasan masih sederhana dan belum memiliki merk, serta kondisi dan lingkungan tempat usaha dalam hal pemasaran sangat jauh dari kota sehingga jangkauan pemasaran produk menjadi terbatas.

Kata Kunci: Kelompok Wanita Tani, Pemasaran Digital, Sistem Akuntansi

Abstract

Women Farmers Group (KWT) is a forum that provides opportunities for women to participate in advancing the agricultural sector. One example is KWT Permata, which is expected to provide opportunities for women in villages to channel their abilities in cultivating agricultural land. Activities held by KWT Permata, such as technical training, business management, and product marketing, aim to improve women's self-actualization in their social environment. This study will explore the role of KWT in empowering village women in Bali, especially through kombucha production, the challenges faced, and its impact on their economic and social welfare. KWT Permata has been well managed and has been touched by assistance from the Government to support the work of the KWT, but there is no or does not yet know the procedures for bookkeeping/daily records related to production, income, costs, profit and loss, so they really don't know clearly the financial conditions and positions, there is no marketing model to promote their products, the



packaging is still simple and does not have a brand, and the conditions and environment of the business premises in terms of marketing are very far from the city so that the scope of product marketing is limited.

Keywords: Women Farmers Group, Digital Marketing, Accounting System

Introduction

Rural communities in Bali, the majority of whom work as farmers, often struggle to meet the economic needs of their families. This condition not only affects male farmers, but also women or housewives in these villages. With their husbands' incomes often insufficient, many women are forced to help earn a living to meet household needs. Amidst these economic challenges, the Women Farmers Group (KWT) emerged as an innovative solution to empower rural women and increase their contribution to the agricultural sector. KWT is an organization whose members are women who live in rural areas and have an interest and concern for plants and the environment. Through KWT, women are given a platform to improve their knowledge and skills in agriculture, develop productive economic businesses, and ultimately, improve their quality of life.

One example is KWT Permata, which is expected to provide opportunities for women in the village to channel their abilities in cultivating agricultural land. Activities held by KWT Permata, such as technical training, business management, and product marketing, aim to improve women's self-actualization in their social environment. One of the businesses that can be developed by KWT members is the production of fermented drinks, such as kombucha. Kombucha is a fermented drink made from sweet tea fermented using bacterial and yeast cultures (Scoby). This drink is not only popular for its unique taste, but also for its health benefits which include improving digestion, detoxification, and improving the immune system.

Kombucha production can be a potential productive economic venture for rural women in Bali. By utilizing local agricultural products, such as tea and sugar, women can produce high-quality kombucha. In addition, kombucha production can also increase the added value of local agricultural products and provide broad market opportunities, both locally and internationally. Through active involvement in KWT and kombucha production, village women not only contribute to increasing agricultural productivity but also gain significant economic benefits. Thus, KWT can be a driving force in realizing more inclusive and sustainable agricultural development in Bali.

This study will explore the role of KWT in empowering rural women in Bali, particularly through kombucha production, the challenges faced, and its impact on their economic and social well-being.

Implementation Method

Community service carried out through the implementation of a simple digital marketing and accounting system for KWT Permata products aims to overcome problems faced related to marketing and business development. The solutions that can be offered to overcome these partner problems include:

1). Product Marketing System

Assisting partners in marketing their products, where so far partners have only relied on their regular customers, namely the community around the partner's residence. Based on the individual approach taken, it is known that partners are people who do not understand information technology and do not know how to utilize information technology.

Therefore, the proposal team will provide training on marketing strategies, assist in creating social media accounts such as Facebook and Instagram and provide assistance in their use. It is hoped that later with the use of social media, partners can expand their product marketing and the products produced by partners can be better accepted by the market and already have a better packaging concept and are accepted by the market such as packaging concepts, changes in bottle shape, etc. (Wahyuningsih, 2021). The proposer will also carry out an offline marketing system by making brochures and marketing them to the community and villages.

2). Label/brand creation

Assisting partners in making labels. Based on the initial survey, the products produced are not yet labeled so the proposal team will provide assistance related to making labels that can be used in partner products.

3). Preparation of bookkeeping or financial reports

The implementation of this program is carried out through an individual approach. This individual approach begins by exploring the partner's understanding of bookkeeping. After exploring the partner's understanding of bookkeeping, it is then continued by providing material and understanding of what a simple financial book looks like and what the contents of a simple financial book are. Then, partners are invited to find out what is needed if they want to know how much net profit is generated and how much real costs are spent and to make a simple financial report book. After providing an understanding, partners are then given a blank book to be invited to compile a simple financial report book. This approach emphasizes partners to be able to create a simple financial report book. Partners are accompanied by a proposing team to compile a simple financial report book. Partners will be guided and assisted to record everything related to expenses and income in the production and marketing process of composter tea including the amount of wages that must be paid to their workers. Partners are expected to be able to make simple financial reports, be able to find out how much money is spent in the production and marketing process, be able to determine the selling price and the amount of wages that must be paid to their workers. With the understanding provided, it is hoped that the continuity of the partner's business can run smoothly and develop.

4). Corporate Governance Implementation Training

Partners do not yet understand corporate governance, especially in determining production strategies. To overcome this problem, the proposal team will assist in providing counseling on the implementation of corporate governance. The proposal team will provide explanations and assistance in determining production strategies. The proposal team will also provide counseling on how to make the workforce owned by partners want to work optimally again. With this assistance, it is hoped that partners will be able to implement the right strategy for their business so that their business can grow and the results are even more optimal.

Results and Discussion

The initial stage of this activity was carried out on December 11, 2023 as an approach step, introduction to the PKM team and conducting initial analysis. Further communication was carried out on January 30, 2024 to discuss and obtain approval for cooperation between the community service team and KWT Permata as a community service team partner as a basis for preparing the proposal. The KWT Chairperson and KWT members will carry out activities including:

- 1). Opening of the activity by the community service team along with remarks from the group leader who is a partner in the activity

- 2). Description from the Team Leader regarding the Tri Dharma activities of Higher Education, especially Unwar's community service activities and the planned mentoring activities that will be implemented so that participants and instructors who accompany them during the activity can have the same perception and the activity runs smoothly.
- 3). Discussion and Q&A regarding problems faced by partners, as well as planning activities that show solution steps to the problems faced.
- 4). Then on Tuesday, June 4, 2024, the community service team held another meeting with the Women's Farmers Group (KWT) Permata in Benoa Village, South Kuta District, which was attended by the head and members of the farmer group.

The activities carried out were:

- 1). Counseling was provided regarding marketing strategies and providing input regarding marketing through online media provided by Instructor Ade Ruly Sumartini, SE, MM and assisted by student Ni Made Della Awidya Prasetya.
- 2). Simple financial bookkeeping assistance was provided. For this activity, participants were given assistance regarding the preparation of financial reports in accordance with SAK, especially for the grouping of accounts used and were given assistance in using the cash book application system by Instructor Ni Made Vita Indriyani, SE, M.Si and assisted by student Ni Luh Trisna Kencanawati.
- 3). Mentoring was carried out on the importance of cost grouping and cost usage strategies by Instructor I Wayan Gde Yogiswara Darma Putra, SE, M.Si., Ak. This mentoring was carried out for two members selected by the head of the farmer group. Mentoring on cost usage aims to minimize unnecessary costs and strategies for using costs in stages. This mentoring was also assisted by student Ida Ayu Putri Utami Wijayanti. At the meeting, assistance was also handed over in the form of packaging equipment, production equipment, bookkeeping software, training materials and social media accounts used to support marketing digitalization.





Figure1. Focus Group Discussion and Implementation of Community Service

Impact (Usefulness and Productivity)

This service program is expected to have a significant impact in terms of usefulness and productivity for KWT Permata:

- 1). With more effective marketing strategies and market expansion, KWT Permata members can experience a significant increase in income. This will have a positive impact on the family economy and the welfare of members.
- 2). This program directly empowers village women, giving them the skills and knowledge needed to become more economically independent. This empowerment will increase women's role in decision making at the household and community level.
- 3). By diversifying products and using digital platforms, KWT Permata members gain access to new market opportunities that may previously have been out of reach. This paves the way for innovation and more diverse business development.

Application of Technology and Innovation to Society (Relevance and Community Participation)

Partners in this Community Partnership Program activity are the Women's Farmers Group (KWT) Permata Environment Permata Nusa Dua Kel. Benoa, District. South Kuta which really contributed in the preparation stage to the end and in preparing the required facilities, apart from that, also the energy, time, thoughts and location used during this service program. KWT is also very good at utilizing solutions that have been delivered through assistance from the service team in both marketing and accounting, so that it can have an impact on increasing sales and corporate governance related to the preparation of financial reporting

Conclusion

Based on the activities that have been carried out, the following conclusions and suggestions. Permata Lingkungan Permata Nusa Dua Women Farmers Group, Benoa Subdistrict, South Kuta District is able to apply simple accounting reports and can use marketing digitalization to market its products. Economically, the impact is currently visible because marketing can be done with a wider market share. The output target of the PKM activity of implementing marketing strategies and bookkeeping training has been given to training participants. Continuous coaching is needed so that training participants can carry out business activities sustainably.

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