Utilization of OSS, QRIS, and GMAPS Platform in Digitalizing MSEMs in Tamansari Village, Serang

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Abstrak

Para pelaku UMKM di Desa Tamansari, Kabupaten Serang dalam pemasaran produknya masih konvensional. Tujuan dari pelatihan ini antara lain mendapatkan izin usaha, melakukan pembayaran dengan Qris, dan menampilkan titik usaha pada GMAPS. Metode pelaksanaan kegiatan dalam pengabdian ini yaitu pelatihan disertai pendampingan untuk praktek langsung dan tanya jawab. Kegiatan pelatihan menghasilkan keluaran yang positif dimana pelaku UMKM mendapatkan surat ijin usaha, mampu mendaftarkan pada Qris dan dapat menampilkan titik lokasi pada GMAPS.
Kata kunci: *Pemasaran, Digitalisasi, Surat Ijin Usaha, Qris, dan GMAPS.*

Abstract

MSME players in Tamansari Village, Serang Regency still market their products conventionally. The objectives of this training include obtaining a business permit, making payments with Qris, and displaying business points on GMAPS. The method for carrying out activities in this service is training accompanied by assistance for direct practice and questions and answers. The training activities produced positive outcomes where MSME actors received business permits, registered with Qris, and displayed location points on GMAPS.
Keywords: *Marketing, Digitalization, Business License, Qris, and GMAPS.*

Introduction

Digital marketing has become an important part of the growth of micro, small, and medium enterprises (MSMEs), especially in the increasingly rapid digital transformation era (Kementerian Koperasi dan UKM RI, 2022) (Hidayah, 2020). Many entrepreneurs in Indonesia, especially in rural areas such as Tamansari Village, Baros District, and Serang Regency, still have difficulty adopting digital technology to improve their marketing and business competitiveness.

One of the main problems faced by MSMEs in this area is the lack of knowledge and access to digital marketing technology (Dwivedi et al., 2021). Many still depend on conventional marketing methods, preventing them from reaching a wider market. Therefore, a more innovative approach is needed to support their business development through marketing digitalization (Matarazzo et al., 2021).

To be able to operate legally and gain access to various government assistance programs, MSMEs must obtain a business license which is an important first step. Utilizing QRIS as a digital payment system speeds up transactions and increases

business professionalism (OJK, 2021). Additionally, adding business location points to Google Maps has the potential to increase marketing reach and increase customer engagement (Business, 2022).

This research aims to evaluate how effective systematic and structured marketing digitalization training is, which is expected to help business actors in Tamansari Village become better prepared to face digitalization challenges and increase their business competitiveness. Marketing digitalization training which includes making business permits, using QRIS, and mapping business locations via Google Maps is expected to increase their business growth in Tamansari Village, Baros District, Serang Regency.

Implementation Method

One effective method to help business actors learn and apply digital technology in marketing strategies is the training method. The main focus of this research is training to obtain business permits, using digital payments with QRIS, and using Google Maps for mapping business locations. These three components are crucial to increase credibility, transaction efficiency, and business visibility in the digital market. Table 1 below explains the implementation of training accompanied by the following resource person:

Table 1. Implementation Method to be used

No.	Target	Implementation Methodology
1.	Training participants can understand the importance of marketing digitalization	Delivery of material by resource persons from Universitas Sultan Ageng Tirtayasa
2.	Training participants can create a business license on the OSS platform	Delivery of material by resource persons from Universitas Sultan Ageng Tirtayasa accompanied by Group 24 Bilateral KKM students to register on the OSS platform
3.	Training participants can make payments using Qris	Direct practice by training participants to activate the Qris application on their respective smartphones
4.	Training participants can display business location points on GMAPS	Direct practice by training participants to display business location points on GMAPS

Source: KKM Bilateral, 2025

This training was carried out with direct practice accompanied by UNTIRTA and Bilateral KKM Students Group 24. So that the resulting output included MSME actors getting a business permit, and being able to make payments via Qris and the MSME actors' business premises could be seen via GMAPS. By utilizing digital access, of course, the products from Tamansari Village MSMEs can be widely known, not only locally.

Result and Discussion

The training with the theme of marketing digitalization socialization work program, Qris payment method for MSMEs, and entering business location points on GMAPS is divided into four materials which are shown in Table 2 below.

Table 2. Topic Discussions

No.	Topic	Subtopic
1.	The importance of marketing digitalization	Social media as a marketing medium and benefits Social Media Marketing
2.	Business license on the OSS platform	Register a business license by registering on the OSS platform
3.	QRIS	Activate the Qris application on the smartphones of MSME players
4.	GMAPS	Displays business location points on GMAPS

Source: KKM Bilateral, 2025

The first speaker provided material about digital marketing and the benefits gained by implementing digital marketing. Digital marketing includes various techniques such as social media marketing, SEO, email marketing, and online advertising to reach a wider audience effectively. The benefits of implementing digital marketing for MSMEs are reaching a wider audience, cost-effective & effective, increasing brand awareness, better interactions with customers, and flexibility in marketing strategies. In Figure 1. below, there are resource persons presenting material about the importance of digitalization.

Figure 1. Exposure to Digital Marketing

This training makes it possible to develop MSMEs that can adapt to the era of digitalization because MSMEs are one of the local economic potentials that must be supported for progress so that they are not inferior to businesses on a larger scale. This activity was a means of collaboration between the D3 Marketing Management

Study Program and the Electrical Engineering Vocational Education Study Program, Universitas Sultan Ageng Tirtayasa as resource persons in the workshop activity and was made a success by group 24 Bilateral KKM students. The training participants were MSME actors in Tamansari Village, Baros District, Regency Serang-Banten. Digitalization training was carried out at the Tamansari Village office, Baros District, Serang, which can be seen in Figure 2 below.

Figure 2. Photo with Presenters, Tamansari village head, and KKM Committee

The training material is then accompanied by practice, namely registering business permits from MSME players on the OSS platform. The initial stage carried out is that business actors prepare documents including Employee Identification Number (NIK), NPWP, business address and type of business, email, and active number. After that, register on the official OSS website: https://oss.go.id. by filling in the registration form and printing the results of the business permit.

The third material is that business actors register QRIS (Quick Response Code Indonesian Standard), a national QR code standard that makes digital payment transactions easier. The first step is to prepare the required documents, Owner's KTP, NPWP (if any), active cellphone number, bank account, and photo of the business or product for processing on the Qris website. The final material was how to display business location points on GMAPS which was assisted by Bilateral KKM Group 24 Tamansari Village students. After the presentation from the resource person was finished, the chairman of the Bilateral KKM group 24 Tamansari Village gave a certificate to the presenter as a sign of thanks, this can be seen in Figure 3 below.

Figure 3. Awarding Certificates to speakers

The training showed a significant increase in the digital literacy of MSME actors in Baros Village. These improvements not only make their business easier to run but also help them gain access to a wider market. The implementation of QRIS as a payment method shows that transactions are faster and customers have more trust in the business being managed. In the face of modern competition on the internet, mapping business locations on Google Maps helps businesses increase visibility, facilitate customer access, and increase their competitiveness.

One of the problems faced when implementing marketing digitalization is adaptation for business actors who are not yet familiar with digital technology and limited internet access in some places. For training results to be better and more sustainable, regular mentoring and evaluation are needed. Figure 4 shows that the participant has registered a business license and made payment using Qris and displays the business location point on GMAPS as follows.

Figure 4. Participants show the results of the training

Participants experienced an increased understanding of marketing digitalization after attending the training. Participants succeeded in making business permits

independently after attending the training session. Implementation of QRIS payments where previously participants made payments conventionally, but after the training participants were able to make payments from consumers via QRIS. The training participants succeeded in listing their business locations on Google Maps, which increased the number of customers.

Conclusion

New things that have been implemented in the service include facilitating MSMEs in Tamansari Village to have business permits, activating payments via Qris on smartphones, and displaying location points at business premises. Suggestions for further service activities include creating an MSME website for business actors in Tamansari Village so that marketing is more integrated and introduces local wisdom.

Acknowledgments

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