

Licensing Socialization, Digital Marketing and MSME Bookkeeping Workshop for Retired Migrant Workers In Pagak Village Purwareja Klampok District Banjarnegara Regency

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Abstract: MSMEs need to provide opportunities for local entrepreneurs and utilize local resources to help stimulate economic activity and increase the competitiveness of a region as a whole. Based on the problems mentioned above, it is necessary to hold training on the use of digital marketing tools and socialize the processing of business permits for micro, small and medium enterprises (MSMEs) in Pagak Village, Banjarnegara Regency as a solution. In the socialization process, an MSME association was also formed whose members were active in the business world in Pagak Village. All presenters have tried to provide all the knowledge about the digital marketing and bookkeeping process for MSMEs and various interesting things regarding business licensing, so it is hoped that the entrepreneurial knowledge provided can be directly applied by the MSME community, especially in Pagak Village.

INTRODUCTION

The role of micro, small, and medium enterprises (MSMEs) in the economic development of a region cannot be underestimated. MSMEs contribute significantly to job creation, income generation, and poverty reduction (Astohar, Savitri, et al., 2023; Salim & Fadhila, 2023). They also promote innovation, entrepreneurship, and local economic growth. By providing opportunities for local entrepreneurs and utilizing local resources, MSMEs help to stimulate economic activity and enhance the overall competitiveness of a region (Astohar, Praptitorini, & Shobandiyah, 2022; Astohar & Rahmadhani, 2020). Therefore, fostering the growth and development of MSMEs is crucial for the economic well-being of a region. Including the impact of the MSMEs in Pagak Village cannot be underestimated, as they have significantly contributed to the economic growth and social welfare of the community.

The advancement of technology has transformed the way businesses operate, particularly in marketing, and has influenced consumer behavior and consumption patterns (Savitri & Taniati, 2022). This shift has led to a transition from traditional marketing to digital marketing, with businesses of all sizes striving to enhance their profitability through various

digital platforms and applications (Astohar, Savitri, et al., 2022). As a result, marketing through digital media has emerged as a powerful tool for promoting products and services, particularly for small and medium enterprises. Pagak Tourism Village has superior local products and has great potential to strengthen digital marketing to increase the competitiveness of MSME products and expand distribution networks.

METHODE

The investigation into this subject matter was prompted by genuine challenges encountered by MSMEs within the industry (Astohar, Praptitorini, et al., 2023). These challenges encompass a lack of awareness regarding the significance of official licenses, convoluted licensing procedures that consume substantial time and resources, obstacles in accessing pertinent information, and stunted progress due to restricted permits (Praptitorini & Astohar, 2024). While some individuals remain oblivious to the necessity of possessing a business permit, there are others who acknowledge the imperative nature of legal compliance for businesses. The initial field survey findings reveal that a majority of MSMEs in this locality have yet to fulfill the prerequisites for halal certification, BPOM licenses, and PIRT permits, despite these being obligatory for enterprises in the food and beverage sector, predominantly operated by Pagak Village residents.

Based on the aforementioned issue, it is necessary to organize training on the utilization of digital marketing facilities and and socialization of business permit management for micro, small, and medium enterprises (MSMEs) in Pagak Village, Banjarnegara Regency as a solution. During the socialization process, an MSME association was also established, consisting of members who are actively involved in the business sector in Pagak Village. The main objective of establishing this association is to enhance the quality of human resources who are engaged in business activities. The establishment of this MSME association is expected to serve as an effective platform for collaboration and communication among MSME entrepreneurs. Additionally, it is anticipated that this association will provide better access for MSME players who wish to participate in joint training programs facilitated by experienced professionals in the business field. Through these efforts, the authors aim to foster a stronger and more sustainable MSME ecosystem in Pagak Village, ultimately enabling the local community to achieve success in their entrepreneurial endeavors.

The methods or approaches used in this community service activity include:

1. Lectures, discussions, and question-and-answer sessions on the procedures for marketing products digitally, the making of simple financial statement and the process of applying for business permits.
2. Hands-on activities where participants can practice creating and managing their own online stores then simulating transactions on digital marketing platforms.
3. Practical tips and tricks for effective product photography, content creation, and branding in the digital space.
4. Evaluation and feedback sessions to assess the effectiveness of the training and identify areas for improvement.

RESULT

Following a one-day training and socialization process from 10.00 am to 12.00 pm, several participants encountered some obstacles. These difficulties arose due to the limited time allocated for presenting the material. As a result, the participants were unable to fully grasp the content that had been provided. However, the trainers offered the opportunity for consultation at a later time, demonstrating their willingness to support the participants in overcoming these challenges.

All presenters have made an effort to provide all knowledge about the digital marketing and bookkeeping process for MSMEs and various interesting things about business licensing, so that it is hoped that the entrepreneurship knowledge provided can be directly applied by the MSME community, especially in Pagak Village. At the end of the meeting, it was agreed to establish an organization that oversees MSME actors in Pagak Village and serves as an effective communication platform so that MSMEs can support each other's business activities. It is hoped that through this organization, the quality and competitiveness of MSMEs in Pagak Village can be improved through the unity that is formed.

The success of the training can also be seen from various responses from the community. This is evident in the enthusiasm of several community members with thoughtful questions that demonstrate the participants' interest in the material presented and depict optimism in developing their businesses. This brings a sense of pride to the presenter, as the hard work that has been put in is showing significant results.

DISCUSS

This service initiative aims to not only provide MSME in Pagak Village with the necessary skills and resources to thrive in the digital age but also to create a supportive network that fosters collaboration and growth within the community. By empowering MSME groups

with the knowledge and tools needed to succeed in today's competitive market, we hope to see an increase in their overall productivity, profitability, and sustainability.

Through workshops, training sessions, and one-on-one consultations, we will work closely with MSME in Pagak Village to help them navigate the complexities of digital marketing, financial management, and regulatory compliance. By equipping them with the necessary skills and knowledge, we aim to enhance their competitiveness and resilience in the face of economic challenges.

Additionally, by establishing a communication platform for MSME stakeholders in Pagak Village, we hope to create a supportive environment where ideas can be shared, collaborations can be formed, and resources can be pooled for the benefit of all. This network will serve as a valuable resource for MSME to access information, seek advice, and connect with other like-minded entrepreneurs in the community.

Overall, our goal is to empower MSME in Pagak Village to not only survive but thrive in today's rapidly changing business landscape. By providing them with the tools, resources, and support they need to succeed, we believe that we can help create a more vibrant and sustainable economy for the entire community.

CONCLUSION

Overall, the training can be considered a resounding success. The committee's dedication and hard work paid off, as the event ran smoothly and without any major issues. Participants left the training session feeling empowered and equipped with the necessary knowledge and skills to effectively utilize digital marketing tools and navigate the process of obtaining business permits for MSME. The impact of this training is expected to be far-reaching, as participants are now equipped with the tools.

The event consisted of training sessions on the use of digital marketing and bookkeeping tools and socialization of business licensing. It is evident that many MSME actors were enthusiastic about attending the digital marketing, bookkeeping and business licensing socialization event. Furthermore, this socialization also received positive feedback from MSME actors who attended, as evidenced by their desire to be accompanied in managing business licensing and digital marketing training. In fact, MSME actors were willing to join the formation of an MSME community, resulting in the establishment of a management structure and responsible individuals from each sector to ensure the smooth running of the community. This community can also serve as a platform for MSMEs to develop their businesses.

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