

## Training on Internet Usage as a Sales Promotion Media for Micro, Small, and Medium Enterprises (MSMEs) of Pasar Lama Community RT 01

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### Abstract

**Purpose:** This research addresses the impact of COVID-19 on micro, small, and medium enterprises (MSMEs) in Pasar Lama RT 01, Banjarmasin. It aims to overcome the lack of technological knowledge hindering MSMEs' growth by providing training on internet-based computerized systems for sales promotion.

**Method:** The study employs a structured training approach, starting with explanations on computerized systems and internet utilization's effectiveness in sales promotion. Participants engage in practical sessions under team guidance, with a question-and-answer format for issue resolution.

**Practical Applications:** By equipping MSMEs with technological skills, this research enhances their resilience and competitiveness in the face of pandemic challenges, offering practical benefits for businesses in various contexts.

**Conclusion:** This study emphasizes the importance of technological adaptation for MSMEs, underscoring internet-based systems' role in bolstering sales promotion and business sustainability amidst crises.



## **Introduction**

In the face of the Covid-19 pandemic situation that has occurred approximately two years ago, resulting in a general slowdown of the national economy (Ashraf, 2020; Mofijur et al., 2020). Many companies, from small to large, have experienced stagnation or even ceased their activities. This is also felt by the Micro, Small, and Medium Enterprises (MSMEs) sector (Amri, 2020; Melinda, 2021). Micro, small, and medium enterprises (MSMEs) play a very vital role in the growth and development of the economy and as the pillars of national economic development (Maryati et al., 2021), not only in developing countries but also in developed ones. MSMEs in Indonesia are highly expected to continue to play an optimal role in absorbing labor to counteract unemployment rates (Suhaili & Sugiharsono, 2019; Zulfiyyah, 2021).

Innovation and development programs for MSMEs are highly needed due to several factors, not only for business sustainability but also for business development, especially those related to the utilization of information technology, including the use of product marketing media (Sibarani et al., 2022; Sudartono et al., 2023), one of which aims to maximize the marketing of the produced products. Besides the obstacles in accessing capital, one of the barriers surrounding MSMEs is in terms of marketing strategies, especially marketing communication and technology utilization skills (Astuti et al., 2023; Oribel et al., 2022).

The rapid development of information and communication technology, known as Information and Communication Technology (ICT), and the internet have penetrated various aspects of life, including business and trade. In recent decades, a number of facets of human life have undergone radical change due to the swift advancement of information and communication technology, sometimes known as ICT (Barrington-Leigh & Galbraith, 2019). ICT is the umbrella term for a broad range of technologies that make it easier to gather, store, analyze, and transmit information, resulting in more rapid and effective global communication. The introduction of digital platforms, mobile devices, and the internet has made information and communication technology (ICT) a necessary component of everyday life, influencing how people work, learn, interact, and conduct business. ICT has completely changed how societies function globally, from social media platforms that link individuals all over the world to e-commerce platforms that are transforming the way products and services are bought and sold (Baghdarnia, 2020; Basak et al., 2022).

With the presence of the internet and Information and Communication Technology (ICT), marketing and sales processes can be conducted anytime without being bound by space and time. This program also serves as one of the instruments to increase people's purchasing power. The development of MSMEs is highly strategic in driving the national economy (Sarfhah et al., 2019), considering that their activities cover almost all fields of business, thus the contribution of MSMEs is significant in increasing income for low-income groups. In the old market area of RT 01, Central Banjarmasin District, there are many MSMEs that have quite potential, one of which is dried spices, Yellow Rice, household tools, etc., most of which are traders in traditional markets.

## **Method**

The implementation method of this community service activity is chronological or phased strategy. The stages are as follows:

1. Preparation: In this stage, the team coordinates with all parties involved, conducts location surveys, prepares the necessary tools and materials for the activity, determines the schedule, and assigns responsibility for the field implementation.
2. Implementation: During this stage, the team conducts outreach activities, training, and material provision, accompanies practice in making Mail Merge automatically, the service team uses conceptual and participatory methods by mobilizing and involving partner members in every activity, including training, outreach, and other activities, ensuring that the activities run smoothly and achieve the service objectives.
3. Evaluation: This stage uses reflective methods, aimed at evaluating the program with partners, identifying deficiencies in program implementation for subsequent

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improvements, monitoring program sustainability by helping the community to ensure program continuity. Evaluation steps include activities such as observation, questionnaires, and interviews/ discussions.

### Result

Community Service Activities (PKM) were carried out from February 14th to July 15th, 2022. From the results of the service implementation conducted for the management and practitioners of MSMEs in RT 01 Pasar Lama, Pasarlama Village, Central Banjarmasin District, Banjarmasin, overall implementation has been successfully completed, including: Implementation according to the initial target of 20 participants from the management and members of the youth organization (Karang Taruna) in Pasarlama. As most participants are traders, the service implementation was conducted during the daytime after the market closed. Delivery of all materials, both from the distributed modules (30%) and through direct practice (70%), was achieved.

Participants showed great enthusiasm for this service, as evidenced by their active engagement and inquiries about the materials, especially during the training session on creating templates for their merchandise to be promoted online. There was an increase in participants' knowledge observed through pre-test and post-test evaluations using SPSS. The results of the survey are presented in the following table:

*Table 1. Pre-Test and Post-Test Scores of Participants*

	N	Minimum	Maximum	Mean	Std. Deviation
pretes	20	1	5	2.75	1.020
postest	20	4	6	5.35	0.587
Valid N (listwise)	20				

From Table 1, in the pre-test, the smallest value obtained is 1 and the largest is 5, with an average score of 3. In the post-test, the smallest value obtained is 4 and the largest is 6, with an average score of 5. These results indicate that there is an overall increase in participants' knowledge compared to the pre-test. Therefore, the training with materials provided by the PKM team from Uniska can enhance knowledge in creating online buying and selling applications to promote merchandise among the management and practitioners of MSMEs in RT 01 Pasar Lama, Pasar Lama Village, Banjarmasin.

There were some obstacles in the implementation of this service due to the diverse educational backgrounds of the participants, most of whom are traders in Pasarlama market. This resulted in varying basic abilities among the participants. However, these obstacles could be overcome by providing assistance to the participants.

### Discussion

The object of community service is MSME traders in the Pasar Lama Village area. The location of the service is on Ambon Street, RT 01 RW 01, Pasarlama Village, Central Banjarmasin District. The RT 01 Pasar Lama community hall is used as the venue for the training. The materials provided include basic understanding of the internet, the current uses of technology, and its utilization for online buying and selling transactions. Through this training, it is hoped that participants can gain knowledge and references about information technology, especially in promoting their merchandise. Initially, they used to sell their goods traditionally, waiting for buyers to come to their kiosks or shops. Now, they have transitioned to selling and promoting their merchandise online using computers or smartphones.

## Conclusion

The results achieved from this PKM activity include an increase in participants' knowledge about marketing promotion using technology. This will be beneficial for MSME practitioners who are still engaged in traditional buying and selling, where they wait for customers to come and purchase their goods, and for those who have limited knowledge about the functions of the internet, etc.

This is evident from the pre-test and post-test results conducted by the participants and processed using SPSS. In the pre-test, the smallest value obtained was 1 and the largest was 5, with an average score of 3. In the post-test, the smallest value obtained was 4 and the largest was 6, with an average score of 5. This indicates an overall improvement in participants' knowledge compared to the pre-test.

## Acknowledgements

The type of service we will carry out in the future is training or attempting to solve the existing problems related to the service object. We sincerely hope that this activity can be beneficial, especially to us as applicants, as well as to the esteemed leaders of LP2M. We understand the presence of this report does not mean it is perfect or devoid of feedback. Therefore, our heartfelt thanks go to the implementation team, the chairman of RT 01 Pasar Lama, and all participants, the MSME practitioners of Pasar Lama Village who were willing to participate in this service. Hopefully, this training activity can serve as a valuable reference for knowledge in the field of information technology in the community.

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