

Agropreneurship empowerment: The application of digitalization in local MSMEs “Tujuh Bersaudara”, Karang Tengah Village

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Abstract

Purpose: This Community Service Program (PkM) in Karang Tengah Village aimed to empower local MSMEs, especially “Tujuh Bersaudara” MSMEs, by applying digitalization in agropreneurship to address real business challenges.

Method: The program was implemented through five stages: observation, interviews, discussions, data analysis, and execution in the form of training, mentoring, and facilitation.

Practical Applications: The initiative improved MSMEs identity through professional logos, trademarks, and packaging, while marketing capacity was strengthened via social media, online marketplaces, and digital strategies. In finance, MSMEs acquired knowledge of simple bookkeeping, production cost analysis, and cost of goods sold determination. Legal credibility was enhanced through the acquisition of Business Identification Numbers (NIB), enabling access to government support.

Conclusion: The PkM program strengthened MSMEs capacity and competitiveness while fostering social cohesion and solidarity in Karang Tengah Village, generating both economic and social impact.

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Introduction

Community Service Program (PkM) represents a tangible contribution of university students in empowering communities by directly identifying and addressing the problems they face. This program is one form of participation by students of the Faculty of Economics and Business, Universitas Djuanda Bogor. Through this activity, students are expected to share knowledge and experience gained during their studies to support village empowerment and foster regional economic development.

Villages play an essential role as centers of economic activity, sources of natural resources, and custodians of local culture. According to Law No. 6 of 2014 concerning Villages, villages are legal community entities with rights and authority to manage their own interests based on origins and local customs. Therefore, efforts to develop village potential represent a strategic step toward achieving regional economic independence and contributing to sustainable development goals.

In the national economy, villages are closely related to the role of Micro, Small, and Medium Enterprises (MSMEs). Based on data from the Ministry of Cooperatives and MSMEs of the Republic of Indonesia, in 2023 there were more than 65 million MSMEs in Indonesia, absorbing approximately 97% of the national workforce and contributing around 60.5% to the national Gross Domestic Product (GDP). This indicates that MSME empowerment, particularly those developing in rural areas, is a crucial element in fostering economic independence and reducing regional disparities.

Therefore, the primary target of this PkM program is MSMEs actors. MSMEs hold a strategic role in promoting economic growth and generating employment opportunities. Their contribution to Indonesia's economic development is also supported by the government through the enactment of Law No. 20 of 2008 on MSMEs, which provides a strong legal foundation for their growth and contribution to the economy. However, MSMEs continue to face significant challenges, particularly in the area of digitalization.

These challenges are also encountered by “Tujuh Bersaudara” MSMEs (producing cassava chips and various snacks) located in Kp. Wangun Dua, Karang Tengah Village. The enterprises face obstacles such as the lack of proper marketing tools, underdeveloped marketing strategies, and unstructured financial recording.

Based on these issues, the PkM program carried out by students of the Faculty of Economics and Business, Universitas Djuanda Bogor, seeks to implement knowledge and skills through training and mentoring. The aim is to assist the “Tujuh Bersaudara” MSMEs in addressing challenges related to marketing, financial management, and digitalization, thereby strengthening their capacity and competitiveness within the local economy of Karang Tengah Village, Babakan Madang District, Bogor Regency.

Method

The implementation method of the community service program was designed in a scientific, systematic, and participatory manner to address the real challenges faced by MSMEs sectors in Karang Tengah Village, particularly in Kp. Wangun Dua. The activities were carried out through five main stages: observation to map the actual conditions of the MSMEs, interviews with business owners and stakeholders to identify problems, collaborative discussions to formulate the forms of training and mentoring, data analysis to determine the key challenges related to marketing, product identity, and business management, and implementation in the form of training, mentoring, and direct facilitation. This approach is expected to strengthen the capacity of MSMEs to become more competitive and sustainable.

Result

The implementation of the Community Service Program (PkM) in Karang Tengah Village, particularly for “Tujuh Bersaudara” MSMEs engaged in cassava chips and snack production, resulted in several tangible outcomes. In terms of branding, the program successfully created promotional banners that function as marketing tools to attract consumers and increase sales. In addition, new product labels were designed to enhance visual appeal, while improvements in product packaging were carried out to make the products more attractive and competitive in the market.

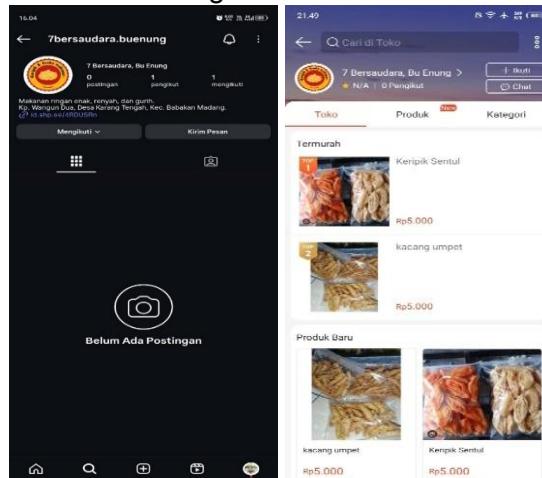
Figure 1. Assistance in Creating Logos and Packaging Labels



Source: Private Documentation, 2025.

In the aspect of digital marketing, the program facilitated the establishment of social media accounts and online marketplace platforms for the MSMEs. This effort significantly expanded the marketing reach and provided opportunities to increase sales through digital channels. The use of these platforms allowed the MSMEs to promote their products more effectively and strengthen their competitiveness in the online market.

Figure 2. Assistance in Creating Social Media and Marketplace Accounts



Source: Private Documentation, 2025.

Furthermore, the program contributed to financial management capacity building by mentoring the MSMEs in preparing simple financial reports. The entrepreneurs also gained knowledge and skills in calculating production costs and determining the cost of goods sold (COGS), enabling them to set more accurate pricing strategies and maximize profits. In addition, assistance was provided for the registration of the Business Identification Number (NIB), which not only enhanced the legal credibility of the MSMEs but also opened access to government support programs.

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Figure 3. Assistance in Preparing Financial Reports



Source: Private Documentation, 2025.

Overall, the program produced significant improvements in business identity, digital marketing capacity, and financial literacy, while also strengthening the legal standing of “Tujuh Bersaudara” MSMEs. These outcomes are expected to support the sustainability and competitiveness of local enterprises in Karang Tengah Village.

Figure 4. MSMEs “Tujuh Bersaudara” (Banana Roll Sale) Total Costs of Raw Materials, Labor, and Overhead

No.	Job Type	Number of Employees	Daily Wage	Monthly Wage
1	Production	1	Rp 60,000	Rp 1,800,000
Total Labor Costs				Rp 1,800,000
No.	Description	Quantity	Price/Item	Total/Month
1	Banana Sale	5 kg	Rp 10,000	Rp 1,500,000
2	Oil	90 kg	Rp 19,000	Rp 1,710,000
3	Flour	30 kg	Rp 10,000	Rp 900,000
Total Raw Material Costs				Rp 4,110,000
No.	Description	Quantity	Price/Item	Total/Month
1	Gas	4 cylinders	Rp 22,000	Rp 220,000
2	Packaging Plastic	48 packs (50 pcs)	Rp 20,000	Rp 960,000
3	Packaging Sticker	48 packs (50 pcs)	Rp 18,000	Rp 720,000
4	Candle	30 pcs	Rp 2,000	Rp 60,000
5	Electricity	-	Rp 25,000	Rp 100,000
Total Overhead Costs				Rp 2,060,000

No.	Description	Total Cost
1	Raw Material Cost	Rp 4,110,000
2	Labor Cost	Rp 1,800,000
3	Overhead Cost	Rp 2,060,000
Total Production Cost		Rp 7,970,000
Production Volume (Units)		2400
Cost of Production/Units		Rp 3,321

UMKM 7 BERSAUDARA (SALE PISANG GULUNG)		
Income Statement		
Period August 2025		
Revenue		
Sales	Rp	12,000,000
Total Revenue	Rp	12,000,000
Cost of Goods Sold		
Cost of Production	Rp	7,970,000
Gross Profit	Rp	4,030,000
Operating Expenses		
Delivery Expense	Rp	780,000
Total Operating Expenses	Rp	780,000
Net Profit (Loss)	Rp	3,250,000

Source: Author's Work, 2025.

Discussion

The impact of implementing technology and innovation has begun to be felt by MSMEs actors in Kp. Wangun Dua, Karang Tengah Village. For “Tujuh Bersaudara” MSMEs, the use of applications such as Canva and CapCut has been highly beneficial in creating short and engaging content to be published on social media platforms, thereby supporting stronger branding development. From the marketing perspective, the application of digital strategies—particularly promotion through social media—has enabled the MSMEs to reach a wider range of consumers.

Another significant benefit can be observed in terms of productivity. The adoption of these innovations has allowed the MSMEs to streamline production processes, resulting in greater efficiency, increased product output, and consequently, higher sales. From the financial perspective, structured financial management has enabled the MSMEs to organize their finances more effectively, leading to better business decision-making and sustainability.

Indirectly, these positive changes have also contributed to the economic welfare of the entrepreneurs' families, while simultaneously serving as motivation for other community members to initiate or develop similar businesses by utilizing relevant technologies and innovations. In this way, the community service program not only addressed immediate challenges but also fostered a culture of innovation and entrepreneurial growth within the village.

Conclusion

The implementation of the Community Service Program (PkM) in Karang Tengah Village has successfully achieved its primary objectives of empowering local communities and strengthening the capacity of partner MSMEs, particularly “Tujuh Bersaudara” MSMEs. This program addressed essential challenges faced by the businesses, including branding, marketing, financial management, and business legality. The creation of professional logos, product packaging, and trademarks has enhanced the identity of the businesses, enabling them to gain a stronger competitive position in the market. Furthermore, the integration of digital marketing through social media and online marketplaces expanded market reach beyond the local area, equipping MSMEs with valuable knowledge of promotion and consumer engagement in the digital era.

In financial management, the training on bookkeeping, cost of production, and pricing strategies provided MSMEs with essential skills to evaluate profit, manage cash flow, and distinguish between personal and business finances. The registration of MSMEs under the official licensing system, resulting in the issuance of a Business Identification Number (NIB), represents a significant achievement that enhances credibility and provides access to broader opportunities such as government programs and external partnerships. Socially, the PkM program also fostered community cohesion through collective events like Independence Day celebrations, which strengthened solidarity, encouraged mutual cooperation, and nurtured patriotism.

While the PkM program demonstrated impactful outcomes, limitations remain, particularly regarding the sustainability of digital marketing practices and the consistent application of structured financial management. These limitations highlight the need for follow-up mentoring and advanced training. Future research and community service initiatives should focus on developing long-term digital marketing strategies, expanding product innovation, and creating stronger networks with external stakeholders. In conclusion, the PkM program in Karang Tengah Village has not only improved the business capacity of local MSMEs but also contributed to building stronger social bonds within the community. This research underscores the significance of integrating technology, innovation, and community participation in advancing local economic development and social resilience.

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