

DEVELOPMENT OF PLATFORM USE E-COMMERCE AS A MEANS OF INCREASING THE POTENTIAL OF MSME ENTERPRISES IN KINTAMANI TOURISM VILLAGE

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ABSTRACT

Community service is an effort to make a positive contribution to the surrounding community. This research aims to increase public knowledge and participation in the digital economy, especially through E-Commerce outreach. The method used involves workshops, training and outreach activities held collaboratively between researchers, local government and E-Commerce industry players. The results of this service show an increase in public understanding of the benefits and how to use E-Commerce platforms. Socialization has also succeeded in reducing barriers and distrust towards online transactions. In addition, local community digital economic participation has increased significantly, creating new economic opportunities and expanding market reach for local business actors. The use of a collaborative approach between researchers, government and industry players has proven successful in creating an inclusive E-Commerce ecosystem. This research makes a positive contribution to local economic development, creates jobs, and improves community welfare. Thus, community service through E-Commerce outreach not only increases digital literacy, but also encourages growth.

Keywords: e-commerce; msme; pkm

INTRODUCTION

MSMEs today cannot be avoided by the people of a country, because the existence of MSMEs is very beneficial for society and the state. MSMEs have an important role in the Indonesian economy because MSMEs are able to absorb large-scale labor, especially in rural areas and suburban areas so as to reduce unemployment, in addition to absorbing labor, MSMEs can increase people's income, and contribute to the growth of Indonesia's Gross Domestic Product (GDP) and increase economic growth (Putri Himmatul Karimah & Priharsari, 2022). With an increase in people's income, it can improve the quality of life of the community, reduce poverty levels and improve people's welfare. (Rianty & Fitri Rahayu, 2021)

In 2011, Indonesia has started to introduce e-commerce as a place for sellers and buyers to conduct online transactions or market their products. At the beginning of e-commerce was introduced, the public was not too interested, because Indonesian people still use direct buying and selling transactions and the technology in Indonesia is not maximized in supporting e-commerce and the public does not know how e-commerce itself works. However, in 2016, Indonesians have begun to believe in the process of buying and selling transactions online, and information has begun to spread quickly due to technological developments. The presence of e-commerce has greatly influenced the development of the economy and business in Indonesia (Kurnyasih & Syahbudi, 2023).

In 2020 the world is being hit by the covid-19 virus. The existence of the virus greatly affects MSMEs because the government issued a policy that people are required to reduce mobility outside the home to reduce the spread of the covid-19 virus. This has caused many MSMEs to

go out of business (Solihat & Sandika, 2022). In addition to the covid-19 virus that can hinder the development and growth of MSMEs, limited capital and access to financing, limited access to markets and product distribution, lack of skills and experience in managing businesses, lack of access to technology and innovation, intense business competition from large companies, regulatory uncertainty and complex bureaucracy, and limited access to business training and education are also obstacles to the growth and development of MSMEs in Indonesia.

With e-commerce platforms, MSMEs can promote their products and services online, reaching consumers throughout Indonesia and even overseas. In addition, the platform also helps MSMEs in accelerating the transaction and payment process, thereby facilitating financial management and improving business efficiency. Therefore, the development of an innovative and affordable e-commerce platform can be a solution for MSMEs to increase their business potential and expand their market. Research on the development of an e-commerce platform as a means of increasing the business potential of MSMEs in the Kintamani tourism area can make an important contribution in accelerating the growth of MSMEs and the economy as a whole (Mulyani, 2021).

METHOD

Methods of Community Service Activities Socialization of E-Commerce to UMKM Actors in the Kintamani Tourism Area, Bangli is carried out directly. The target participants who participated in the socialization were 45 participants who were MSME actors. In this activity, the first step taken was to survey the location of the campaign activities to the Community. The location chosen with the condition that it is an area that is occupied by many MSME actors. Furthermore, the Kintamani Village Office and Kintamani Market were chosen as the location of the activity. Then the proposal was prepared. After receiving approval, equipment preparation was then carried out. The equipment includes: 1) Pamphlets; 2) Stickers; 3) Brochure. After all preparations for the activity were completed, on November 16, 2023, the activity of Socialization of E-Commerce to UMKM Actors in the Kintamani Tourism Area was carried out. After the activity is completed, activity data collection is carried out for evaluation and report preparation. The following is presented in Table 1 about the stages of this activity.

RESULTS AND DISCUSSION

PKM Success

The E-Commerce socialization activity carried out by Poltrada Bali cadets as the PKM team to the community in the Kintamani Tourism area about the use and benefits of E-Commerce. It is hoped that with this socialization, the community will have insight into the use of E-Commerce so that they can apply it to their MSMEs. The benchmark in the implementation of this activity is the level of achievement which includes: factors that are supporting and inhibiting activities, as well as the success of the extension program.

Supporting Factors

There are several supporting factors of the PKM activities that have been carried out, namely in the form of participation from the community regarding the use of E-Commerce which is quite high. In addition, there is so much support from the campus for the PKM activities carried out. With this socialization activity, it also has a very positive impact on the knowledge and understanding of the cadets and logistics parties, especially increasing

understanding for the wider community regarding the use of E-Commerce at this time. Because, in the current era, technology has developed so rapidly that everyone does not have to go directly to the market to buy the goods they want. This activity can also be made as a reference material for cadets, the surrounding community and logistics as an evaluation of how lack of public knowledge about the use of E-Commerce at this time.



Gambar 1 Spanduk E-COMMERCE



Figure 2 E-COMMERCE flyer

Inhibiting factors

In the implementation of PKM activities, there are several inhibiting factors that are faced so that the implementation of socialization is slightly hampered and has not yet reached the desired target. Such as determining the PKM target, because not all people in the Kintamani Tourism village have MSMEs. So the socialization of E-Commerce to the community seems less targeted. In addition, the choice of place or location is also an obstacle in PKM.

Activity process

Pre-Test

The socialization activity began with giving a pre-test to the community. Where in the Pre-Test given some questions about socialization activities. The Pre-Test was conducted to 45 people from Kintamani Tourism Village.

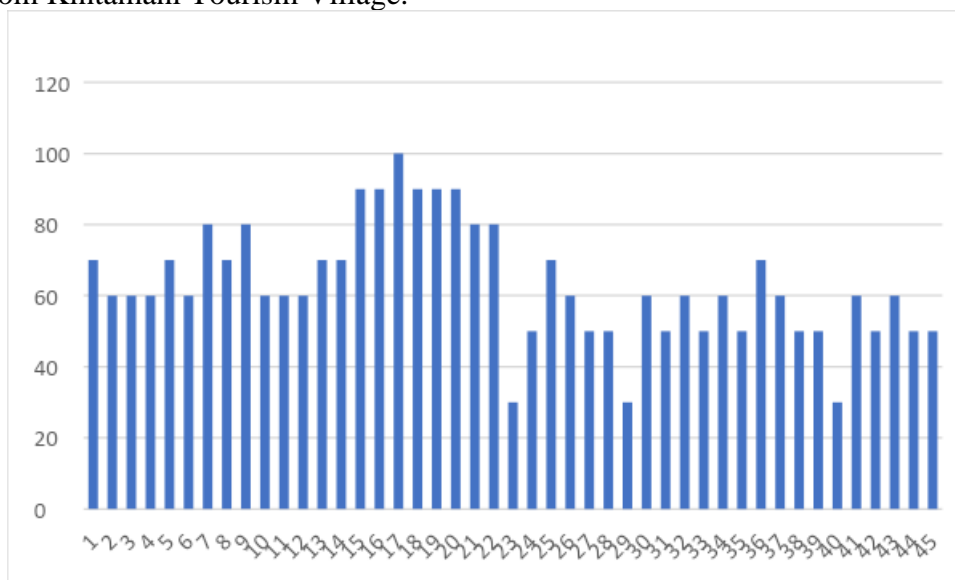


Figure 3 Pre-test results

From the Pre-Test, the results show that there are still many people who do not have insight and knowledge about how to use E-Commerce as an online market place for the community. So it is necessary to take steps in the form of providing socialization material so that people understand the use of E-Commerce.

Material exposure stage

The socialization of E-Commerce was carried out in the form of material presentation using power point to the community. In addition, the atmosphere of the material presentation was carried out in a way that could attract the community to be interactive and active in the material presentation session. The method used is to provide an attractive power point design, clear voice intonation, and use words that are light and easily understood by ordinary people.



Figure 4 Opening by the Head of P3M Poltrada Bali



Figure 5 Exposure to indoor activities

At the end of the material presentation session to the community. The PKM team conducted a discussion and question and answer session with the community. So that later the community can ask about what they are confused about the material that has been presented. In addition, a discussion session was also opened so that later the community and the PKM team could exchange information about the obstacles faced by the community and the solutions provided by the PKM team.



Figure 6 PKM participants' questions and answers

Post-Test

In the final stage of PKM. Post-Test was given to the community. With the hope that later the knowledge of the community can increase about how to use E-Commerce after the socialization is given. So that there is an increase before and after socialization.

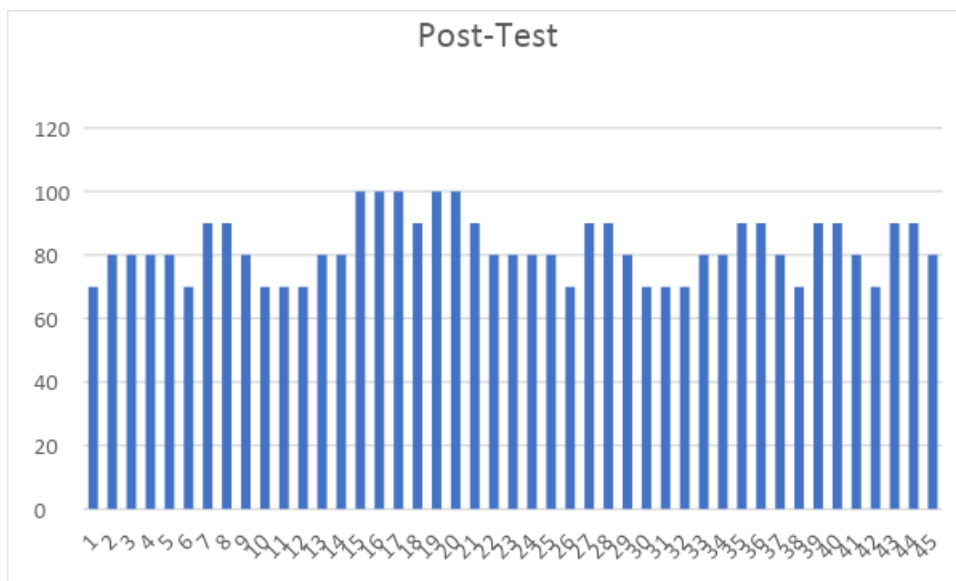


Figure 7 Post-Test results

The next step is to provide a comparison between the Pre-Test conducted at the beginning and the Post-Test conducted at the end. With the aim that there will be an increase in public understanding of E-Commerce.

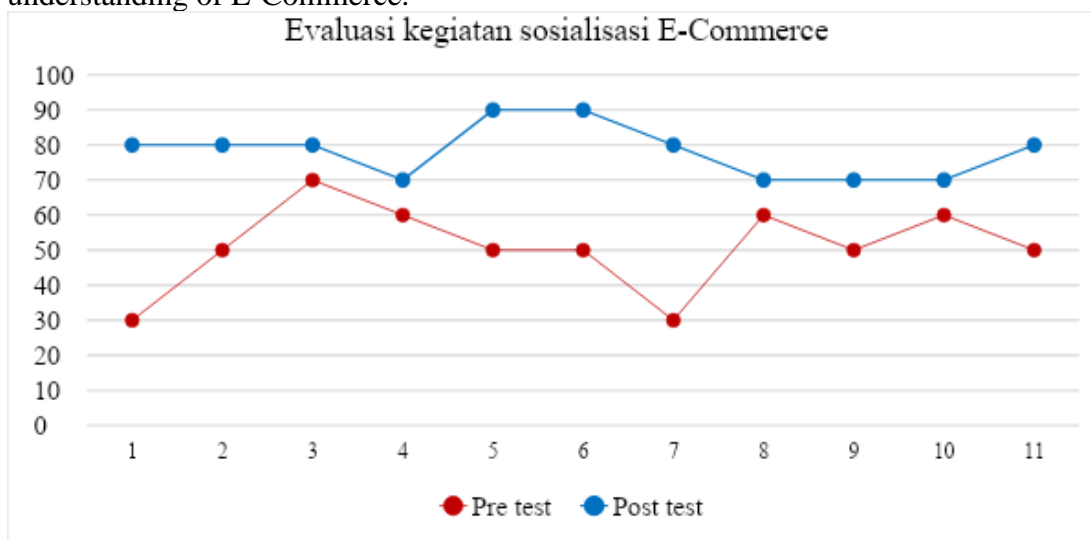


Figure 8 Comparison of Pre-test and Post-Test results

CONCLUSION

It can be concluded that the PKM conducted by the Bali Land Transportation Polytechnic to the Kintamani Tourism village community regarding the use of E-Commerce has a huge impact. This can be seen from the results of the Pre-Test and Post-Test which experienced a significant increase. So it can be said that the PKM that was carried out ran smoothly and got the results as desired. Hopefully the PKM carried out can be applied by the community regarding the use of E-Commerce. And PKM activities can continue in the future in other locations in a much more mature way and preparation.

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