



Strategy for developing MSMES in Rejowinangun: digital marketing socialization and financial management (Case study all MSMEs in Kampung Gedong Kuning, DI Yogyakarta)

Strategi Pengembangan UMKM di Rejowinangun: Sosialisasi Pemasaran Digital dan Pengelolaan Keuangan (Studi Kasus Seluruh UMKM di Kampung Gedong Kuning DI Yogyakarta)

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ABSTRACT

Many Micro, Small, and Medium Enterprises (MSMEs) face challenges due to incomplete and inaccurate information. The issue is difficulties in planning and providing targeted assistance to RW 2 Rejowinangun. Most MSME owners are not familiar with digital technology and have difficulties in making financial reports. It is necessary to introduce digital marketing and financial reports to reach a wider market and optimize business performance based on accurate financial data. Digital marketing is a marketing strategy that uses digital media and the internet. Meanwhile, financial statements are documents that record and summarize all financial transactions that occur in MSMEs. The method used is in the form of a survey by collecting data on the MSME database and socialization which is carried out by involving the PKK and MSMEs in RW 2 Rejowinangun. Suggestions from the results of the activities that have been carried out are to conduct regular training related to financial literacy and the use of easily accessible financial recording technology as well as training on the use of social media and the creation of marketing content. In addition, the development of an organized MSME database must be continuously updated to make it easier for the government and stakeholders to provide support.

Keywords: MSME Database, Digital Marketing, Financial Statements.

Abstrak. Banyak Usaha Mikro Kecil Menengah (UMKM) yang menghadapi tantangan akibat informasi yang tidak lengkap dan tidak akurat. Permasalahan tersebut adalah kesulitan dalam melakukan perencanaan dan pemberian bantuan yang tepat sasaran kepada RW 2 Rejowinangun. Sebagian besar pelaku UMKM belum mengenal teknologi digital dan kesulitan dalam membuat laporan keuangan. Perlu adanya pemasaran digital dan laporan keuangan untuk menjangkau pasar yang lebih luas serta mengoptimalkan kinerja usaha yang berbasis pada data keuangan yang akurat. Pemasaran digital merupakan strategi pemasaran yang memanfaatkan media digital dan internet. Sedangkan laporan keuangan merupakan dokumen yang mencatat dan merangkum seluruh transaksi keuangan yang terjadi pada UMKM. Metode yang digunakan berupa survei dengan melakukan pendataan pada database UMKM dan sosialisasi yang dilakukan dengan melibatkan PKK dan UMKM di RW 2 Rejowinangun. Saran dari hasil kegiatan yang telah dilakukan adalah melakukan pelatihan secara berkala terkait literasi keuangan dan pemanfaatan teknologi pencatatan keuangan yang mudah diakses serta pelatihan pemanfaatan media sosial dan pembuatan konten pemasaran. Selain itu, pengembangan basis data UMKM yang terorganisasi harus terus dimutakhirkan agar memudahkan pemerintah dan pemangku kepentingan dalam memberikan dukungan.

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Kata Kunci: Basis Data UMKM, Pemasaran Digital, Laporan Keuangan.

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INTRODUCTION

Economic activities are an effort to improve the standard of living of the community. Along with the development of the times and the increasing economic growth, economic activities are necessary to meet the living needs of the community. Job opportunities that can absorb the workforce from every generation are greatly needed by the community to meet their living needs (Husna Ni'matul Ulya & Ravina Putri Agustin, 2022).

Micro, Small, and Medium Enterprises, commonly referred to as MSMEs, are one of the pillars of the economy in Indonesia. With the significant contribution to the Gross Domestic Product (GDP) and the ability to create job opportunities, SMEs play an important and strategic role in supporting national economic stability. However, many MSMEs still face management issues, particularly in financial and marketing management. (Arisetyawan et al., 2023). In the financial aspect, only a few SMEs have experienced improvement in their financial performance. Many MSME managers cannot show the nominal value of the assets they possess. Those assets are often used for personal purposes and there is no recording or separation between personal and business assets. In general, financial statements are useful for determining the net worth position of a business, the profit and loss experienced during a certain period, as well as the value of cash inflows and outflows (Purwanti et al., 2024).

Good financial statements are important in managing SMEs, as they allow SMEs to monitor financial conditions, identify risks faced, and make strategic and accurate decisions for business development. Financial statements also serve as a tool to evaluate business performance, determine operational efficiency, and design better business development (Arisetyawan et al., 2023).

Unfortunately, many MSMEs, including those in RW 2 Rejowinangun Village, still struggle to prepare financial statements because they do not have an adequate financial recording system. The lack of literacy, insufficient training in financial management, and underutilization of technology in financial record-keeping pose significant obstacles. Some existing MSMEs still rely on manual recording, which is prone to errors and not standardized, resulting in MSME owners having difficulty accessing external funding such as bank loans or investments (Arisetyawan et al., 2023). Not only do they face difficulties in borrowing, but the absence of financial reports for MSMEs can also limit their ability to compete in an increasingly competitive market. The current conditions indicate that mentoring and the introduction of technology-based financial recording systems greatly influence the development of an MSME.

On the other hand, the digital era presents a significant opportunity for MSMEs to quickly expand their market reach through digital marketing. According to Kominfo (2019), Indonesia has 150 million internet users, with a percentage of 56% spread across all regions. The opportunities that arise in the digital era play a crucial role in micro, small, and medium enterprises (MSMEs) (Sufaidah et al., 2022). Digital marketing is a form of marketing that is widely used today, which enables MSME actors to promote products and services using internet or digital media to be more efficient, effective, and measurable (Kurniawan et al., 2021).

Digital marketing can be done through social media, e-commerce, and websites. With digital marketing, MSME actors can not only reach local consumers but also national and even international ones (Maulida Sari & Setiyana, 2020). One of the advantages of digital marketing as a sales strategy is the ease of analyzing consumer needs and behaviors to align with the desired targets (Rahadi & Wardiman, 2022).

The Ministry of Cooperatives and Small and Medium Enterprises stated that out of 56 million SMEs, only 3.75 million or about 8% have utilized digital marketing to support their business activities. However, the facts show that the use of digital marketing for product and service marketing has been proven to increase MSME income by up to 26% (Abdurrahman et al., 2020). Marketing using digital marketing can also make it easier for MSME actors to choose which strategies to use

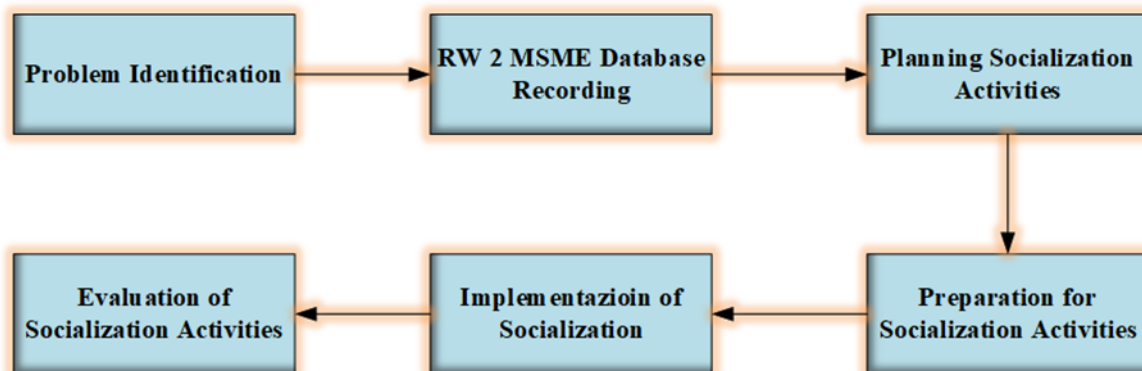
according to the budget and needs required, such as creating content, paid advertisements, and collaborating with existing influencers.

However, despite the significant opportunities available, the use of digital marketing in RW 2 Rejowinangun Village still faces various challenges. Understanding and utilizing technology has become one of the obstacles faced by the residents of RW 2, Rejowinangun Village. Where many MSME actors still do not understand digital marketing strategies, marketing data analysis, and content management, which causes many MSMEs to fail in utilizing digital marketing. Therefore, an approach is needed through mentoring, providing education, and developing digital marketing for MSMEs.

This research aims to discuss the main challenges faced by MSMEs in RW 2 Rejowinangun Village in both aspects and to provide recommendations to improve the capacity of MSMEs, both in financial recording and digital marketing strategies. Therefore, an approach is needed through mentoring, providing education, and developing digital marketing for MSMEs.

METHOD

The Community Service Program (KKN) is a collaboration between students of KKN Alternatif 93 Unit I.A.3 Ahmad Dahlan University and MSMEs in RW 2 Rejowinangun Village as a tangible manifestation of the implementation of the KKN Alternatif work program for 2024. The method used in this service is a survey of MSMEs by conducting database data collection and socialization of digital marketing and MSME financial reports, which were carried out on December 4, 2024. CBPR is the stage of implementing community service as follows:



Picture 1. Stages of Activities

The community service activities were carried out in RW 2 Rejowinangun, starting with the identification of issues related to the lack of registration of MSMEs in RW 2 Rejowinangun, which complicates supervision, policy-making, training, and subsidies for MSMEs in need. The next stage is the recording of the UMKM database for RW 2 Rejowinangun in November 2024, with the aim of creating a database that allows for centralized and organized data collection regarding UMKM, including information about business profiles, products, and services. The data collected in the database can be used by the government and other stakeholders to make better policies and decisions based on accurate data. During the data collection, we received complaints from several SMEs regarding digital marketing because in this modern era, SME competition is becoming increasingly competitive, and the preparation of accurate and proper financial reports.

Next, the third stage involves the preparation of activities, where each member of the KKN team prepares the equipment and needs for the activities according to the assigned tasks, such as the venue, catering, projector, and materials to be presented by two KKN members. After all the equipment and needs are provided, the next stage is the implementation of the digital marketing and MSME financial reporting socialization activities, attended by representatives of PKK RW 2 and MSMEs located in RW 2. The final step of the community service implementation is the evaluation stage, conducted by asking the attending representatives about their impressions and feedback on the event, as well as the evaluation meeting held by us, the KKN members, as the event committee.

ACTIVITY RESULT

The activity began with the data collection of MSMEs located in RW 2 Rejowinangun in the form of a database, which will later be used by the government and related institutions to design more effective and targeted policies and programs to support the development of MSMEs. It facilitates MSMEs in building networks and establishing collaborations with business partners, suppliers, and customers. The information in the database can be used to connect MSMEs with relevant business opportunities.

Next, community activities were packaged into socialization activities related to digital marketing and financial reports, presented in the form of a 100-minute material presentation using PowerPoint (PPT) media, divided into two sessions. The first session was a presentation on digital marketing delivered by Ms. Pretty Bestari. The activity began with an introduction to the concept of marketing, where representatives from the PKK mothers' group and MSME actors were invited to actively participate in the discussion during the marketing introduction session. The process of interaction between the audience and the speaker can be seen from the audience's enthusiasm in responding to the questions posed by the speaker. After the information is obtained, the socialization material is presented by the speaker, covering the importance of digital marketing, the components of digital marketing, and tips for digital marketing.



Picture 2. Digital Marketing Socialization Session

By organizing digital marketing socialization, it is hoped that MSMEs can compete better in the increasingly competitive market. Digital marketing allows MSMEs to reach more potential customers at a more efficient cost compared to traditional marketing methods. Through digital marketing, MSMEs can reach a wider market, including national and international markets. This is very helpful for SMEs that want to increase sales and expand their market share. Digital marketing is often cheaper compared to conventional marketing methods such as print ads or television commercials. This allows SMEs with limited budgets to still promote their products or services effectively.

The second session was a socialization of financial reports presented by Ms. Dwi Chintia Watulfa regarding common mistakes made by business owners in financial management, types of financial reports such as balance sheets, income statements, and cash flow statements, as well as tips for preparing financial reports.



Picture 3. Financial Report Socialization Session

By holding financial report socialization, it is hoped that MSMEs participating in it can create neat and accurate financial reports, thereby facilitating MSMEs in obtaining access to financing from banks or other financial institutions. Financial institutions tend to be more willing to provide loans to businesses that have clear financial statements. Financial statements also help MSME owners make better decisions regarding operations and business strategy. With clear financial data, they can identify areas that need improvement and optimize business performance. Additionally, financial reports allow MSME owners to evaluate their business performance periodically. This provides a clear picture of profits, losses, and financial trends that can be used to formulate future plans.



Picture 4. Final Activity Documentation Session

COUNCLUSION AND RECOMMENDATION

The socialization conducted regarding digital marketing and financial reports provides important insights for MSME actors in RW 2 Rejowinangun Village in facing the challenges of modern market competition. Through digital marketing, MSMEs can efficiently expand their market reach, while good financial record-keeping aids in strategic decision-making and facilitates access to financing.

However, the implementation of these two aspects still faces challenges such as low technology and financial literacy. Therefore, an approach through socialization and mentoring becomes a strategic solution to enhance the capacity of MSMEs. With the right support, MSMEs in this area are expected to develop more rapidly and make significant contributions to the local and national economy.

To enhance the capacity of MSMEs in RW 2 Rejowinangun Village, it is recommended to conduct regular training on financial literacy and the use of easily accessible financial recording technology. Intensive assistance in implementing digital marketing strategies is also necessary, including the use

of social media, e-commerce, and content marketing creation. In addition, the development of an organized MSME database must be continuously updated to facilitate the government and stakeholders in providing support.

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