

## Socialization Of MSMEs Introduction Electronic Trade

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### Abstract:

Village Offense Source is something village Which lie in Subdistrict Benjeng Regency Gresik Province Java East. Administration socialization And application This e-commerce is done to help increase partner sales results. Based on results survey field in village Offense Source there is a number of type MSMEs that is production food, curtains, clothes, service electronic. Almost 80 percent experience constraint in marketing product And service they, Where results sale No maximum Because method marketing Which very limited. Method activity Which used is with use observation directly along approach to para businessmen and do practice application marketing product through electronic commerce. Activity electronic commerce This succeed done with Good, matter This proven with has he made various type media social to para MSMEs Good in form What is it, Instagram, Facebook And etc as media promotion product business them. So that business they Already known wide And naturally increase request..

**Keywords:** Village Offense source, MSME, Electronic commerce

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### Introduction

Developments in the era of globalization are highly dependent on the economic sector as size success Which done by government. Role public in national development, particularly in economic development, are Micro Enterprises, Small and Medium Enterprises (MSMEs). The position of MSMEs in the national economy has role important And strategy. Condition This very Possible Because existence MSMEs Enough dominant in economy Indonesia. MSMEs after crisis.

Delik Sumber Village is a village located in Benjeng District Gresik Regency, East Java Province. The topography of Delik Sumber Village is in the form of plains low that is around height not enough more 250 M on surface sea.. Delik Sumber Village consists of 4 shaman divisions, namely Bulang Hamlet, Dusun Kulon Delik, Delik Wetan Hamlet, and Sumber Hamlet. Overall population Delik Sumber Village is Muslim and has Indonesian citizenship. Amount the population of Delik Sumber Village which consists of 2,812 people with details of men 1,400 people and 1,412 women. most population Already capable finish school level education must Study 12 year, Meanwhile, for the needs of

the people of Delik Village, sources have been identified to in a number of sector like fisherman, maker, businessman, trader, laborer, and others.

According to Suyanto (2003) defines e-commerce as a new concept which can be described as the process of buying and selling goods or services on the internet. Turban et Al., (2008) say electronic commerce is sell buy or swap product, service And information through network information including Internet. Whereas according to Karmawan (2010) e-commerce is a type of business mechanism electronically which focuses on individual-based business transactions with use Internet (technology based network digital) as currently swap goods or service Good between prayer fruit institution (business to business) And direct consumers (business to consumer), bypassing the constraints of space and time which has so far been dominant. With e-commerce applications, inter-company relationships with other external entities (suppliers, distributors, partners, consumers) can be done faster, more intensively, and more cheap than application principle management in a

manner conventional (door to door, One-relationship to one)

Businesses owned by the community in Delik Sumber Village as a whole classified as Micro, Small and Medium Enterprises (MSMEs) according to the Law Number 20 of 2008. Micro Enterprises are productive businesses owned by people personal and/or body business personal Which fulfil criteria in accordance regulation provisions Which apply. Business Small is business economy productive stand-alone, which is carried out by a person or entity business Which No is child company or No branch company Which owned, controlled, or become part either directly or indirectly of Business Currently or Business Big Which fulfil criteria Business Small as intended in accordance with the relevant laws and regulations with MSMEs Then, Business Currently is business economy productive Which stand Alone, Which done by person personal or body business Which No is a subsidiary or branch of a company that is owned, controlled, or become a part either directly or indirectly with Small Business or Big Business with amount of wealth net or yield sale annual.

Business small in Village Offense Source own constraint marketing results production. Strategy owner business in promote results production felt not enough maximum, especially in marketing And introduction product or service Which generated, so that product And service MSMEs the only known And used around Delik Sumber Village only. Therefore, we do outreach And application electronic commerce For help And forbid as well as give input to every MSME in Delik Sumber Village with hope can help advance business activities carried out and better known in circles wider society.

Based on description the, so on activity Studying Work Real (KKN) Odd 2021/2022, student study program S1 Management KKN thematic. Group 22 University Muhammadiyah Gresik in Village Offense Source held socialization activities with the title "UMKM Socialization in Delik Village Source In Introduction to E-Commerce".

## Method

### Method Activity

This activity was carried out on September 18 2022 at the Delik Village Hall Source, Benjeng District, Gresik City. Approach to the implementation of activities that used is to use observation and direct observation as well do approach to para perpetrator business And do practice application. marketing products through e-commerce. Stages of implementation of socialization activities And e-commerce implementation it consists of a number of stages, namely:

1. Observation or Observation. Observation or observation done to every business activity in Delik Sumber Village to determine the perpetrators MSMEs the dedication of this activity is appropriate.

2. interview to owner/perpetrator business in location activity, For determinant constraint main Which faced specifically on field marketing products and services. C

3. Give socialize And application electronic commerce as well as practice marketing product and services based electronic media social.

Factor Supporters And inhibitor Activity

#### a. Factor Supporters

1. device Village Offense Source support implementation activity socialization MSMEs introduction to e-commerce.
2. Easy coordination inhabitant For follow activity, become encourager for students KKN.

#### b. Factor inhibitor

1. Lack of awareness For come appropriate time in every program
2. It's over time implementation For preparation Step Activity.

- c. Planning Activity
1. Coordination with party village (Device village) Do coordination with device village Offense Source related implementation of socialization. The village side agreed and supported this socialization the.
  2. hole target And target participant socialization After coordinating with the village, our socialization target are MSME actors and residents who wish to open business.
- d. Preparation Activity
1. Collection information about MSMEs in Village Offense Source.
  2. Do Study References about the importance of e-commerce moment This And period Which coming for the culprit MSMEs.
    3. Setup parcel For participant socialization. parcel Which will given that is bread And air mineral, And soap washing hands.
- e. Implementation Activity
1. Students prepare the infrastructure that will be used achievement Laptop, Speaker, Microphone, LCD Projector, prepare place socialization.
  2. Student do socialization Socialization done with convey material about introduction And importance electronic commerce for the perpetrator MSMEs.
- f. Monitoring And Evaluation
- Monitoring And evaluation done For know development implementation of activities and assessment of suitability of activities that have been implemented with planning. The results achieved are socialization activities running smooth And in accordance planning Where material delivered with Good, participant willing fill in questionnaire, demonstrate movement Which example speaker And listen with Good during road

material going on.

## Results and discussions

Based on the results of a field survey in Delik Sumber Village there is a business Micro Small And Currently (UMKM) Which move on field sew clothes, production food , curtains, clothes, service electronic. Almost 80 percent experience constraint in product and service marketing them, where results sale No maximum Because method marketing Which very limited. Grow use Internet Which develop with rapidly should become reason Why activity business must try apply electronic commerce. on public. However of course development user electronic commerce Not yet so impressive compared to with growth Internet user.

The phenomenon of e-commerce has not been well understood and supported especially in developing countries like Indonesia, especially in village environments Offense Source And surrounding. Consumer Still Not yet own trust to security transact, similarity product Which displayed with in fact, until with consumer Which of course Not yet own ability for it. With the internet marketing and sales process can be done at any time without being bound by space and time. One application the internet in the field of **business** and commerce is electronic commerce (e- trading).

Small and Medium Enterprises (SMEs) are a group of economic actors biggest in economy Indonesia And become dynamist economic growth post crisis economy (Nuryanti, 2013). Apply e- trading will can increase superiority compete from company. Implementation from electronic commerce need strategic ripe Which has decisions by the management of the company, including preparing resources I am a reliable technology and human resource device in the field information Technology. Building an information system to manage operations company. Has a fast and short transaction mechanism and service with good security. Establish

good cooperation with suppliers and distributors. If all of the above can be done properly, you will get it increase superiority compete Which owned company. Matter the that's it Which We want to share it to help MSME activities in Delik Village Source . With thereby expected knowledge And ability the can help residents who have MSME activities. As what I want to convey Jeweler (2012) that For increase Power Compete UKM as well as For get export opportunities and other business opportunities can be done with utilise development Information And Communication Technology (ICT), main e-commerce. Don't just use the internet as a tool For do promotion or look for opportunity business, but Also must offset with management cost Which Good through use software

Which appropriate. In an effort to develop a business, many things need to be done, one of them is by implementing an e-commerce system. E-commerce in the business world is the use of the latest technology such as the internet in make it easy activities business. Through Internet perpetrator business can with easy communicate And letter mail through email, chatting, And other etc. Can promote product through advertisement on line, Also can introduce the company and look for new customers through the page (website) (Maryama, 2013).

After seeing the condition of MSMEs in the Delik Sumber Village area with Make observations first and then conduct interviews intensively towards MSME business owners in location of service activities. There are several MSME activities in Delik Sumber Village , such as Service services Electronics, Sewing Services, and Food Products. Socialization and e-teaching trades carried out went well and smoothly, and full payment And support from device village And inhabitant Village Offense Source . in socialization we forbid How make technology become tool marketing products and services owned, creating e-commerce accounts for residents who have MSME activities and how to use them. Step Which done related with use media social as method For marketing

product results is by helping to create accounts for the MSME business actors start from e-commerce accounts or Facebook, Instagram. Then give method meng upload picture business they in each each account personal. Activity electronic commerce This succeed done with Good, matter This proven with Already he made various type media social to para MSMEs in the form of WhatsApp, Instagram, Facebook and others. So that their efforts are well known and will certainly increase demand sales product. Thus, satisfactory results have been achieved, for help develop the local economy, and hope what has socialize And hot can useful for inhabitant And can developed from time to time.

### Conclusion

Socialization and e-commerce teaching that is carried out goes well good and smooth, and full of welcome and support from the Village Secretary and residents of Delik Sumber Village. We have gone through and faced many things approach and familiarize with residents Delik Sumber Village. With Study each character inhabitant And see What Which can we help in Delik Sumber Village with the provision of knowledge that we have. With using e-commerce then activities MSMEs can more efficient And effective in increasing profits. Hopefully with teaching Which we do And we socialize can develop economy in Village Offense Source. Because objective main we in do This socialization is for problems public urban, help increase economy public And develop UMKM activities in Delik Sumber Village and business actors can take advantage and optimize the social media accounts that have been taught well .

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