

Assistance with Optimization of Digital Marketing and Financial Management in The Ana Macrame Crafts Business Group, West Sumbawa

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ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are a type of small business that play a significant role in improving and growing the community's economy. One of the MSMEs in West Sumbawa Regency that is a partner in this PKM program is the Ana Macrame Craft Business Group. Current marketing at Mitra still mostly uses traditional marketing methods due to a lack of ICT mastery, which causes a lack of competitiveness compared to other modern and online-based craft businesses, especially competitiveness to attract the attention of young people who are considered consumptive and rely more on online shopping. In the field of financial management, partners have not recorded business financial transactions and have not prepared financial books. This can cause the partner not to know exactly how much the business is developing and how much the value of the partner's business assets is compared to the revenue generated or cash availability. The worst risk from this condition is that the Partner's business could go bankrupt in the future. This activity aims to improve the partners' skills in digital marketing and business financial management. It is hoped that through optimizing digital marketing, Partners can expand their marketing reach to various regions in Indonesia. Meanwhile, through good business financial management, it is hoped that partners can control business continuity and develop the business in the future.

The results and outcomes of this activity are for digital marketing management, partners have a website landing page and domain hosting while in financial management partners input financial reports on the "ACCURATE ONLINE" software.

Keywords: Digital Marketing; Finance; MSMEs; Ana Macrame; West Sumbawa

ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) merupakan salah satu jenis usaha kecil yang sangat berperan dalam peningkatan dan pertumbuhan perekonomian masyarakat. Salah satu UMKM di Kabupaten Sumbawa Barat yang menjadi mitra pada program ini yaitu Kelompok Usaha Kerajinan Ana Macrame. Pemasaran saat ini pada Mitra masih sebagian besar menggunakan metode pemasaran secara tradisional karena kurangnya penguasaan TIK, dimana hal ini menyebabkan kurangnya daya saing dibanding dengan usaha-usaha kerajinan lain yang modern dan berbasis online, terutama daya saing untuk menarik perhatian kalangan muda yang terbelang konsumtif dan lebih banyak mengandalkan *online shopping*. Pada bidang manajemen keuangan, pihak mitra

belum melakukan pencatatan transaksi keuangan usaha dan belum menyusun pembukuan keuangan. Hal ini dapat menyebabkan pihak mitra tidak mengetahui dengan tepat berapa perkembangan usaha dan berapa besar nilai aset usaha mitra dibandingkan dengan *revenue* yang dihasilkan atau ketersediaan kas. Resiko terburuk dari kondisi tersebut adalah usaha pihak Mitra dapat bangkrut di masa mendatang.

Tujuan dari kegiatan PKM ini adalah meningkatkan keterampilan pihak Mitra dalam hal pemasaran digital dan pengelolaan keuangan usaha. Diharapkan melalui optimalisasi pemasaran digital, pihak Mitra dapat memperluas jangkauan pemasaran ke berbagai daerah di Indonesia. Sedangkan melalui pengelolaan keuangan usaha yang baik diharapkan pihak Mitra dapat mengontrol keberlangsungan usaha serta mengembangkan usaha di masa mendatang. Hasil dan luaran kegiatan ini untuk pengelolaan pemasaran digital, mitra memiliki Website landing page dan domain hosting, sementara dalam pengelolaan keuangan pada software "accurate online".

Kata Kunci: Pemasaran Digital; Keuangan; UMKM; Ana Macrame; Sumbawa Barat

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are a type of small business that play a significant role in improving and growing the community's economy. Because the existence of MSMEs can survive in any situation to achieve community welfare.(Ilmiyah, 2018; Susanti et al., 2020) Especially when the Covid-19 pandemic hit the world, its impact was felt in West Sumbawa Regency. MSME players can get up and run their businesses again. The number of MSMEs in West Sumbawa Regency as of 2021 has reached 7,829 business units. Of this number, there are 7,780 business units with the Micro business classification and 49 business units with the Small business classification. One of the MSME actors in West Sumbawa Regency and who is a target or partner in this program is Ana Macrame Craft Business Group. This business group is located in the Batu Ble area, Menala Village, Taliwang District, West Sumbawa Regency, NTB. The form of knitted handicrafts has become more varied in the form of wall hangings, key chains, flower pot hangers, and so on. The turnover of this craft business has reached 2 – 3 million rupiah per month. This PKM activity aims to increase the business management skills of partners and optimize the use of information and communication technology in business operations and digital marketing. For this reason, the main focus in this PKM activity is financial management and marketing in the Ana Macrame craft business group. To realize the objectives of this PKM activity, it will be carried out in the form of training and mentoring which will involve resource persons related to financial management and digital marketing. Through this MBKM activity, it is hoped that it can contribute to the achievement of Cordova University's IKU, namely through students being involved in MBKM activities outside campus (IKU 2), lecturers carrying out activities outside campus (IKU 3), recognition through the publication of scientific works (IKU 5) and learning activities. project based (IKU7). Encourage partners to collaborate with local influencers or business partners who can help expand their reach and visibility. Organize joint events or promotions to increase exposure.(Sauqi et al., 2019; Soelistya & Agustina, n.d.)

The target output that will result from this marketing solution is increasing the skills of partners in utilizing Information and Communication Technology (ICT), especially in terms of digital marketing. Apart from that, partners are gradually expected to be able to build strong digital marketing, expand the reach of partners and face digital marketing challenges with more confidence.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

General description

In operating their business, MSMEs experience many challenges and obstacles, particularly during an unstable economic situation and various other problems that can threaten business stability. Several things are the main obstacles encountered by MSMEs in Indonesia, including competition barriers, access to financing, costs of energy for production, technology, ineffective production costs, economic factors, management skills, processes, sales restrictions, and raw materials

One of the MSME actors in West Sumbawa Regency and who is a target or partner in this program is Ana Macrame Craft Business Group. This business group is located in the Batu Ble area, Menala Village, Taliwang District, West Sumbawa Regency, NTB. The form of knitted handicrafts has become more varied in the form of wall hangings, key chains, flower pot hangers and so on. The turnover of this craft business has reached 2 – 3 million rupiah per month. Production activities are carried out at residences based on orders received. After receiving the order, then prepared and purchased production materials such as thread, fabric and other supporting accessories. After the order is complete, delivery will be carried out directly if the order is within the city. Meanwhile, if orders from outside the region are sent via expedition such as TIKI, JNE or J&T. For marketing purposes, currently the Ana Macrame business group uses Facebook social media under the name Ana Macrame Nasa. The following is the production and marketing media profile of the Ana Macrame business group

Problems

Based on initial observations and discussions with partners, several problems were found experienced by the Ana Macrame craft business group is Economic problem

- 1) Capital and financial access
- 2) Organizing financially
- 3) Marketing sector

Target solution

Based on the priority problems described above, the solutions that will be offered to partners are divided into two areas, namely:

- 1) Marketing Sector. The solutions offered in the marketing sector are focused on optimizing internet media in terms of digital marketing to expand promotional reach. and product offerings through education and workshops, Digital Marketing Assistance, Integrated Marketing Platform
- 2) Partnership and Collaboration

METHOD

The method of activities is a community empowerment approach to resolve priority problems from partners by training and mentoring. Training is a learning process designed to change people's performance in doing their jobs. The training process refers to a change that must occur in the training participants. In the training process, poor performance is corrected in such a way that it becomes better. Meanwhile, mentoring is a community empowerment activity by placing assistant staff who act as facilitators, communicators and dynamists.

RESULTS AND DISCUSSION

The output targets or achievement indicators for the solutions offered in the technology or digital marketing sector are as follows:

Table 1. Indicators of Solution Achievement in the Digital Marketing Sector

No	Problem	Achievement Indicators	Achievement	Prosentase
1	Partners lack knowledge and skills in digital marketing	Partners know about digital marketing and can practice digital marketing	Partners' knowledge and skills in implementing digital marketing	70
2	Limited Resources in marketing	Partners have special members/teams to carry out digital marketing	Availability of at least 1 special person who focuses on handling digital marketing	100
3	Difficulty measuring marketing results	Partners can evaluate and monitor digital marketing results periodically	Carrying out periodic evaluations to measure marketing results at least once a month	70

Table 2. Indicators of Solution Achievement in the Financial Management Sector

No	Problem	Achievement Indicators	Achievement	Prosentase
1	Partners lack knowledge and skills in basic accounting concepts	Partners have knowledge and skills in basic accounting concepts	Increased knowledge and skills in terms of basic accounting concepts	70
2	Partners have not yet implemented the use of a digital accounting system to make business financial management easier	Software is available in terms of digital accounting systems and can be used easily by partners	Partners can use a digital accounting system to run their business.	100
3	The partners have not carried out periodic financial monitoring and evaluation	Software is available in terms of digital accounting systems and can be used easily by partners	Partners can routinely enter transaction data and monitor/evaluate business finances periodically at least once a month	70

Digital marketing is a crucial aspect in promoting products and attracting new customers. The Ana Macrame business group recognizes the important role technology plays in increasing their market exposure and access.(Fithri et al., 2017) Assistance in digital marketing and financial management is expected to have a positive impact on the Ana Macrame business group, such as increasing sales, profitability and financial stability(Fitrawaty et al., 2018; Masita et al., 2019). Optimize the use of social platforms such as Instagram, Facebook and relevant online marketplaces in promoting their products. They may also consider creating a website or online store. Awareness of the importance of financial management can be seen from the inclusion of "financial management. This shows that business groups identify the need for a better understanding of their financial resources(Fithri et al., 2017; Kaplan & Haenlein, 2010). The business group's financial resources need to be managed wisely. This can be done with the help of a financial consultant or training that focuses on small business financial management. With PKM Optimizing digital marketing and financial management, the Ana Macrame business group in West Sumbawa has a great opportunity to grow and grow, increase income, and create a positive impact on local communities. Training and Workshops: Business groups should organize regular training and workshops on digital marketing. This will help group members understand the latest strategies, tools, and techniques in online marketing.(Hadi & Ardhi Khairi, 2020; Rahmidani et al., 2019)

CONCLUSIONS AND RECOMMENDATION

West Sumawa Ana Macrame Craft Business Group" shows efforts to increase the sustainability and competitiveness of the Ana Macrame Craft business group in West Sumbawa through assistance in two key aspects: digital marketing and financial management.

It is important to continuously monitor and measure the results of digital marketing efforts and changes in financial management. This will help in assessing the effectiveness of the assistance that has been provided. Also to continuously monitor and measure the results of digital marketing efforts and changes in financial management. This will help in assessing the effectiveness of the assistance that has been provided.

The group can collaborate with similar groups or business partners to increase networks and share experiences.

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