

TRAINING ON THE USE OF GOOGLE FORM AS A LEARNING TOOL FOR RENDANG MSMEs IN LUBUK ALUNG

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Abstract

The purpose of this community service is to provide training in the use of Google Forms as a learning tool for Rendang MSME actors in Lubuk Alung. The method used is the Participatory Rural Appraisal (PRA) method. This method is divided into three stages, namely preparation, implementation, and reflection. The stages of the activity begin with the implementation of several activities: 1) Preparation, including internal coordination activities, carried out by the committee to plan the implementation conceptually, operationally, and job descriptions of each member of the Rendang MSME in Lubuk Alung, determination and recruitment of training participants; 2) Implementation. Starting with the presentation of materials, practical assignments, evaluation, and refinement of Google Form media work by the team; 3) Reflection and Discussion. The location of the training was at LPK AgniCom Lubuk Alung which was attended by all Rendang MSME participants in Lubuk Alung. The results of this training can be concluded that training in the use of Google Forms as a learning medium for Rendang MSME actors in Lubuk Alung is very useful for consumers in providing positive or negative input on the rendang MSME products produced. This can be seen from the results of the questionnaire which shows that the majority of MSME actors (90%) are satisfied with the training which can ultimately provide input from the rendang products produced.

Keywords: Training, MSMEs, Google Forms, Learning Tools

Abstrak

Tujuan pengabdian masyarakat ini untuk memberikan pelatihan penggunaan google form sebagai sarana pembelajaran bagi pelaku UMKM Rendang di Lubuk Alung. Adapun metode yang digunakan adalah metode Participatory Rural Apraisal (PRA). Metode tersebut dibagi menjadi tiga tahap yaitu persiapan, pelaksanaan, dan Refleksi. Tahapan kegiatan diawali dengan dilaksanakan beberapa kegiatan: 1) Persiapan, meliputi kegiatan koordinasi internal, dilakukan oleh panitia untuk merencanakan pelaksanaan secara konseptual, operasional, serta job description masing-masing anggota UMKM Rendang di Lubuk Alung, penentuan dan rekrutment peserta pelatihan; 2) Pelaksanaan. Dimulai dengan penyajian materi, penugasan praktik, evaluasi dan penyempurnaan karya media google form oleh tim; 3) Refleksi dan Diskusi. Lokasi pelatihan yakni di LPK AgniCom Lubuk Alung yang diikuti oleh seluruh peserta UMKM Rendang di Lubuk Alung. Hasil dari pelatihan ini dapat disimpulkan bahwa pelatihan

penggunaan Google Form sebagai media pembelajaran bagi pelaku UMKM Rendang di Lubuk Alung sangat bermanfaat bagi Konsumen dalam memberi masukan positif atau negatif dari produk UMKM rendang yang di hasilkan. Hal ini terlihat dari hasil kuesioner yang menunjukkan bahwa mayoritas pelaku UMKM (90%) merasa puas dengan pelatihan yang pada akhirnya dapat memberi masukan dari produk rendang yang dihasilkan.

Kata Kunci: Pelatihan, Umkm, Google Form, Sarana Pembelajaran

INTRODUCTION

A professional MSME actor is someone who has competence, dedication, and integrity in carrying out his duties as a businessman. A professional MSME player not only masters the strategy but is also able to convey it well and attractively to consumers. A professional MSME player is also able to adapt to the times and technology and continues to learn develop and self-strategize to improve the quality of their products.

Here are some things that an MSME actor can do to become professional: a. Develop business plans and strategies by market needs. b. Apply varied, creative, and innovative learning methods, strategies, and media to stimulate interest and motivation. c. Conduct learning evaluations and assessments objectively, accurately, and fairly, and provide constructive feedback to consumers. d. Develop harmonious and communicative relationships with consumers. e. Demonstrate an ethical, professional, and exemplary attitude in behavior and interactions with all consumers. f. Participate in various professional development activities, such as training, workshops, seminars, comparative studies, and so on. g. Apply the principles of lifelong learning and strive to improve business competencies. h. Utilizing information and communication technology (ICT) to support the learning process, such as using the internet, social media, and digital applications, in maintaining communication with consumers. i. Maintain physical and mental health, and balance between business work and personal life (Budiarto dkk., 2021).

By doing the above, an MSME actor can become a professional who can make a positive contribution to the development of MSMEs in Indonesia. A professional MSME player becomes an inspiration and role model for the next generation of the nation (Khaerani & Sudarmiatin, 2022). Therefore, becoming a professional MSME player is a challenge as well as a pride for every business person. MSME players are one of the most important factors in education. They are responsible for delivering quality products to all their customers and helping them develop into smart and characterful individuals. According Djoyo dkk., (2022) In the industrial era 4.0, the role of MSME players is increasingly important. This is because technology has become an integral part of everyday life. Today's consumers have access to unlimited information through the internet. They can also communicate with people from all over the world through social media. This makes it a challenge for MSME players to stay relevant and attract the loyalty of their consumers (Khaerani & Sudarmiatin, 2022).

Luhung, (2023) explain MSME players who are adept at using technology can utilize it to improve the quality of their products. They can use technology to provide more

engaging and interactive subject matter. They can also use technology to provide faster and more precise feedback to their consumers. In addition, technology can help MSME players to manage classes more effectively. There are many benefits that students can gain from learning by using technology. Some of these benefits include: a. Consumers can learn faster and easier by using technology, b. Consumers can learn independently and at their own pace, c. Consumers can learn from more diverse sources, d. Consumers can learn more enjoyably. Consumers can learn in a more fun and interactive way in searching for product choices, e. Consumers can develop critical thinking and problem-solving skills on product quality. However, there are also some challenges that businesses face in using technology in learning. Some of these challenges include: a. MSME players need to have adequate technical skills to use technology. b. MSME players need to have a good understanding of how to use technology to improve the quality of their products. c. MSME players need to have adequate access to technology. d. MSME players need to be able to manage product promotion effectively when using technology.

Despite the challenges faced, the benefits gained from this training, by using technology outweigh the challenges. Therefore, MSME players need to be proficient in using technology in training. Here are some tips for MSME players who want to become proficient in using technology in training:

- a. Take training on marketing technology.
- b. Read books and promotions about marketing technology.
- c. Join a community of MSME players who use technology in training.
- d. Try out various technology tools and resources.
- e. Don't be afraid to make mistakes.

By being proficient in using technology, MSMEs can improve the quality of training and help consumers succeed in the Industry 4.0 era. Here are some examples of how MSME players can use technology to improve the quality of training:

- a. MSME players can use videos to provide more interesting and interactive training materials.
- b. MSME players can use PowerPoint presentations to present training materials that are clearer and easier to understand.
- c. MSME actors can use websites and business applications to provide product information to consumers.
- d. MSME players can use social media to communicate with consumers and provide feedback.
- e. MSME players can use cloud computing to store and share marketing materials.

By using technology, MSME players can make training more interesting, interactive, and effective. Consumers will recognize and understand MSME products more easily and quickly. In addition, consumers will also be more motivated to shop because they can get information in a precise way that is more fun and follow the online purchasing style.

METHOD

The method applied in this training is the Participatory Rural Appraisal (PRA) method. The method is divided into three stages: preparation, implementation, and reflection. The activity stages began with the implementation of several activities: 1) Preparation, including internal coordination activities, carried out by the committee to plan the implementation conceptually, and operationally, as well as the job description of each member, determination, and recruitment of training participants; 2) Implementation. Starting with the presentation of material, practical assignments, evaluation, and refinement of Google form media work by the team; 3) Reflection and Discussion. The program that will be used for the preparation of online evaluation questions is by using Google Forms. The steps that have been taken in this service activity include the following stages; 1. Preparation The preparation stage is the initial stage before the implementation of the training. In this stage, several things are done, namely internal coordination, carried out by the committee to plan the implementation conceptually, and operationally, as well as the job description of each member, determination, and recruitment of training participants. In recruiting participants, it is required that they have adequate abilities in the field of computers, making instruments in the form of using Google forms, such as attendance sheets, questionnaires, worksheets, preparation of consumption, publications, locations, documentation, and so on. 2. Training Implementation This stage is the training stage provided to MSME actors at LPK AgniCom Lubuk Alung.

RESULTS AND DISCUSSION

Google Forms is one of the features of the Google Suite that can be used to create online forms. These forms can be used for various purposes, including collecting data, customer surveys, and product feedback to consumers. Google Forms can also be used as a learning media (Patrizi, 2024). Many benefits can be obtained by using Google Forms as a training medium. The following according to Muliani dkk., (2022) are: a. Efficient and effective: Google Forms can be used to collect data from many students at once. This is certainly more efficient than collecting data manually. In addition, Google Forms can also be used to provide feedback from consumers online. This can save time for MSME actors, b. Interactive: Google Forms can be used to make consultation or feedback more interactive.

MSME players can add images, videos, and animations to the form. This will make consumers more interested in buying the product or input provided, c. Analytical: Google Forms can be used to analyze the results of input or orders given to consumers. MSME actors can see input from consumers in detail and find out which consumers are still having difficulty choosing products. This can help MSME actors to provide direction to consumers.



Image. Photo of Training at LPK AgniCom

The first thing to do in this training is that rendang MSME players in Lubuk Alung are asked to use Google Forms as a training medium with steps that can be done:

- a. Create a Google account. If you don't have a Google account yet, you can create one by visiting the Google website.
- b. Open Google Form. You can open a Google Form by visiting the Google Form website or by adding it to Google Drive.
- c. Create a new form. You can create a new form by clicking the “Create form” button.
- d. Add questions to the form. You can add questions to the form by clicking the “Add questions” button.
- e. Customize the form. You can change the appearance and layout of the form by clicking the “Layout” button.
- f. Send form. You can send the form to students by clicking the “Send” button.

In addition, MSME players are given some tips for using Google Forms as a training medium:

- a. Use clear and concise questions. Make sure consumers can understand the offer.
- b. Use different types of offers. MSME players can use various types of offer questions, such as multiple-choice questions, fill-in questions, and description questions.
- c. Add images, videos, and animations. Images, videos, and animations can make the form more interesting and interactive in product offerings.
- d. Use Google Forms to collect consumer data. MSME players can use Google Forms to collect sales data or input from consumers.
- e. Use Google Forms to provide directions to consumers. MSME actors can use Google Forms to provide directions to consumers who are still having difficulty finding product information.

Google Forms is one of the tools that can be used to make training more effective and efficient. By using Google Forms, MSME actors can save time and energy, make learning more interactive, and analyze learning outcomes more easily. The use of Google Form as a learning media has also been used by Asma dkk., (2023), the result of which is that Google Form media is very practical and easy and can be accessed by students via cellphones or computers, the way students open the link provided by MSME actors.

CONCLUSION

Based on the results above, it can be concluded that the training on the use of Google Forms as a training medium for Rendang MSME players in Lubuk Alung is very useful. This can be seen from the questionnaire results which show that the majority of MSME players (90%) are satisfied with this training. The following are some of the benefits felt by MSME actors after participating in this training:

- a. MSME players can make more attractive and interactive offers.
- b. MSME actors can save time and energy in collecting data from consumers.
- c. MSME actors can analyze training results more easily.
- d. MSME actors can provide more precise directions to consumers who still have difficulty finding products.

Overall, the training on the use of Google Forms as a training medium for Rendang MSME players in Lubuk Alung is very useful. This training has helped MSME players improve their skills in using Google Forms as a marketing training medium, which in turn can improve the quality of marketing training for their MSME businesses.

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