

TOWARDS BUMDES 4.0: E-COMMERCE-BASED MSME PRODUCT MARKETING ASSISTANCE TRAINING AT BUMDES BALAI BATU SANDARAN VILLAGE, BARANGIN DISTRICT, SAWAHLUNTO CITY

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Abstract

This service program aims to provide product marketing assistance through an E-Commerce-based digital platform for BUMDesa Balai Batu Sandaran, Barangin District, Sawahlunto City. It is expected that this program can serve as a solution for product marketing by fostering a digital ecosystem for BUMDesa management. Additionally, BUMDesa digitization supports the achievement of the Sustainable Development Goals (SDGs), particularly point nine, which focuses on infrastructure, industry, and innovation. The implementation of this program consists of three main stages: socialization, program implementation, and monitoring and evaluation. The first stage involves socializing the program to all BUMDesa administrators and informing them of its objectives and benefits. The second stage focuses on implementation, including assistance in creating E-Commerce accounts and digital marketing training for BUMDesa products. Finally, the monitoring and evaluation phase assesses the program's effectiveness, its impact on the community, and the alignment between planning and execution. The advancement of information technology has brought significant transformations across various sectors, including the local economy. This study explores the implementation of Bumdes 4.0 through E-Commerce-based MSME product marketing assistance training at BUMDesa Balai Batu Sandaran. The training is designed to enhance MSME actors' ability to market their products online, leveraging E-Commerce platforms to reach a broader market. Through a participatory and collaborative approach, this training not only provides technical skills but also effective marketing strategies.

Keywords: E-commerce, MSMEs, Marketing

Abstrak

Program pengabdian ini bertujuan memberikan pendampingan pemasaran produk melalui platform digital berbasis E-Commerce bagi BUMDesa Balai Batu Sandaran, Kecamatan Barangin, Kota Sawahlunto. Diharapkan, program ini mampu menjadi solusi dalam pemasaran produk dengan menumbuhkan ekosistem digital bagi pengelola BUMDesa. Selain itu, digitalisasi BUMDesa mendukung pencapaian Sustainable Development Goals (SDGs), khususnya pada poin sembilan terkait infrastruktur, industri, dan inovasi. Pelaksanaan program ini terdiri dari tiga tahap utama, yaitu sosialisasi, implementasi program, serta monitoring dan evaluasi. Tahap pertama adalah

sosialisasi kepada seluruh pengurus BUMDesa mengenai tujuan dan manfaat program. Selanjutnya, tahap implementasi mencakup pendampingan dalam pembuatan akun E-Commerce dan pelatihan pemasaran digital bagi produk BUMDesa. Terakhir, tahap monitoring dan evaluasi dilakukan untuk mengukur efektivitas program, dampak bagi masyarakat, serta kesesuaian antara rencana dan pelaksanaannya. Perkembangan teknologi informasi membawa transformasi signifikan di berbagai sektor, termasuk perekonomian lokal. Studi ini mengeksplorasi penerapan Bumdes 4.0 melalui pelatihan pendampingan pemasaran produk UMKM berbasis E-Commerce di BUMDesa Balai Batu Sandaran. Pelatihan ini dirancang untuk meningkatkan kapasitas pelaku UMKM dalam memasarkan produk secara daring, memanfaatkan platform E-Commerce guna menjangkau pasar lebih luas. Dengan pendekatan partisipatif dan kolaboratif, pelatihan ini tidak hanya memberikan keterampilan teknis, tetapi juga strategi pemasaran yang efektif.

Kata Kunci: E-Commerce, UMKM, Pemasaran

INTRODUCTION

The development of technology and information today, has brought quite significant changes by entering the digital era from conventional to digital forms (Lawelai dkk., 2023). In digital development, it is the change of various instructions from analog format to digital form, to facilitate the creation, storage, management, and distribution of information to users for various purposes and as a basis for decision-making. Innovation-based digitalization can provide convenience, especially in product marketing such as E-Commerce (Sulaksono dkk., 2023). This digital media helps and facilitates business affairs, including customers.

In the use of E-commerce-based product marketing and digitalization have begun to be used since the COVID-19 pandemic which has had an impact on the decline in BUMDesa revenue in Indonesia. The existence of BUMDesa in the COVID-19 pandemic has been shaken by the outbreak of the COVID-19 pandemic (Arifqi, 2021). As many as 30% of BUMDes in Indonesia were affected to close their businesses and lay off around 123,176 workers (Kristiyanti dkk., 2024). Various factors are behind the village's economic institutional problems during a pandemic, one of which is the rampant use of conventional methods in marketing products. This ultimately gave birth to innovations to transform the marketing of BUMDesa products into digital which is considered superior in facing the Pandemic. Digital platforms such as E-Commerce are also useful for expanding the scale of BUMDesa businesses in the future to improve the quality of services provided to village communities (Juniarti dkk., 2023). However, even though there has been a digital platform for marketing BUMDesa products in Indonesia, in its development, there are still many BUMDes in Indonesia that are managed conventionally and need to be information literate and master technology (Mali, 2021). One example of BUMDes in Indonesia that has not yet utilized digital platforms is Balai Batu Sandaran Village, Barangin District, Sawahlunto City, which is owned by the Village Government, with three operating business units, namely Mart Village which provides the basic needs of the village community in the form of rice, oil, and necessities.

With developments in the increasingly growing digital era, the existence of e-commerce has become an important pillar for local economic development, especially in supporting

Micro, Small, and Medium Enterprises (MSMEs). E-commerce not only opens wider market access for local products but also provides opportunities to increase the competitiveness of MSMEs at the national and international levels (Marselina dkk., 2024). In Balai Batu Sandaran Village, Barangin District, Sawahlunto City, the need for understanding and skills in utilizing e-commerce platforms is becoming increasingly urgent. Bumdes, as an institution that has a strategic role in developing the village economy, needs to innovate and adapt to optimize the existing potential. Towards Bumdes 4.0, e-commerce-based MSME product marketing assistance training is a crucial step to strengthen the capacity of MSME actors in this village. This training aims to provide practical knowledge and skills on how to market products online, understand the mechanism of e-commerce transactions, as well as effective digital marketing strategies. Thus, it is hoped that MSME actors in Balai Batu Sandaran Village can not only survive but also develop and contribute to improving the local economy.

METHOD

To achieve the goal of training assistance in the marketing of e-commerce-based MSME products at the Bumdes of Balai Batu Sandaran Village, various methods will be applied to ensure the effectiveness and success of the program. The methods to be used include:

1. Needs Analysis Before the training, a needs analysis was carried out to identify the potential, challenges, and level of understanding of MSME actors related to e-commerce. This can be done through surveys or in-depth interviews with business actors.
2. Practical TrainingThe training will be held in the form of interactive workshops covering topics such as:
 - a. Introduction to e-commerce and its benefits for MSMEs.
 - b. Account creation and management on e-commerce platforms.
 - c. Digital marketing strategies, including the use of social media.
 - d. Use analytics tools to monitor sales performance.
3. Mentoring and MentoringAfter the training, participants will receive direct assistance. The assistance team will assist MSME actors in the implementation of the marketing strategies that have been learned and provide guidance to overcome the problems faced.
4. Collaboration with E-Commerce PlatformsCollaborate with local and national e-commerce platforms to provide access and technical support for MSME actors, including additional training and product promotion.
5. Evaluation and Monitoring Periodically, the results of the training and its impact on increasing sales of MSME products in e-commerce are carried out. Feedback meetings will be held to analyze the progress, challenges, and successes of each business actor.

With the application of this method, it is hoped that MSME actors in Balai Batu Sandaran Village can be able to utilize e-commerce optimally, thereby contributing to the overall economic development of the village.

RESULTS AND DISCUSSION

The socialization of the program "Towards Bumdes 4.0: E-Commerce-Based MSME Product Marketing Assistance Training" will be held on January 2, 2025, in Balai Batu Sandaran Village. This activity was attended by various stakeholders, including MSME actors, village officials, and other related parties. In this socialization, some of the results obtained include:

1. **Participation Level**The socialization of the program managed to attract the attention of around 25 participants consisting of MSME actors and the general public. This shows the high enthusiasm of the community to take part in the training.
2. **Awareness Raising**, This socialization activity succeeded in increasing participants' awareness of the importance of e-commerce in product marketing. Many participants who previously did not understand the potential of e-commerce, now show interest in learning more about it.
3. **Positive Feedback** Participants gave positive feedback about this program. They expressed hope to get improved skills in marketing their products online as well as better technical support.

The socialization of this program plays an important role in preparing MSME actors to face challenges in the digital era. Some of the key factors that support the success of socialization include:

1. The relevance of the Linkage Program between the socialization content and the real needs of MSME actors is very relevant. An explanation of e-commerce and its opportunities to increase local sales resonates with the challenges faced by rural communities, such as limited market access.
2. The use of interactive methods during socialization, such as group discussions and question-and-answer sessions, allows participants to be more actively engaged. This not only improves their understanding of the topic but also creates a supportive atmosphere for sharing experiences and challenges.
3. **Stakeholder Involvement**, The presence of various stakeholders, such as village governments and representatives from financial institutions, gives legitimacy to the program and demonstrates a collective commitment to the development of MSMEs. The support from these parties is a very important driving factor for the success of the program going forward.
4. **Follow-up Plan**Socialization results in a clear follow-up plan, including training and mentoring schedules. This will help ensure that the commitments built during the socialization are carried over into the concrete implementation of the program.

With the results and discussions above, the socialization of this program is expected to be a solid first step in strengthening the capacity of MSME actors in Balai Batu Sandaran Village. This program has the potential not only to improve marketing skills but also to encourage local economic growth through the use of digital technology more effectively.

PROGRAM IMPLEMENTATION

The implementation of the program "Towards Bumdes 4.0: E-Commerce-Based MSME Product Marketing Assistance Training" in Balai Batu Sandaran Village is carried out through several key stages that aim to ensure the effectiveness and sustainability of education and mentoring for MSME actors. Here are the details of the steps taken in the implementation of the program:

1. Program Preparation

- a. Identification of MSME Actors: Identifying potential MSME actors in Balai Batu Sandaran Village who will be training participants. This data was obtained through the collection of information from village officials and local MSME associations.
- b. Training Material Development: Develop relevant e-commerce-based training materials, covering topics such as the use of e-commerce platforms, digital marketing strategies, and online business management techniques.

2. Training Implementation

- a. Practical Workshops: Conducting a series of workshops involving hands-on theoretical and practical training. Each session is designed to be interactive, with the use of case studies and field practice.
- b. Digital Skills Briefing: Participants are trained using digital devices and e-commerce platforms. This includes how to upload products, manage inventory, and understand sales analytics.



Fig. Sosialization Program

3. Post-Training Assistance

- a. **Individual Mentoring:** After the training, individual mentoring is provided to assist each MSME actor in implementing the marketing strategies that have been learned. Mentoring is carried out through face-to-face meetings and online sessions.
- b. **Monitoring and Evaluation:** Conduct periodic monitoring of the development of participating MSMEs, including analysis of their sales and marketing strategies. This evaluation aims to assess the success of the training and make adjustments if necessary.

4. Collaboration with E-Commerce Platforms

- a. **Strategic Partnerships:** Build partnerships with e-commerce platforms to provide MSME actors with access to the necessary tools and resources. This includes registration on the platform, as well as access to further training and technical support.
- b. **Joint Marketing:** Organize collective marketing activities on e-commerce platforms, where products from village MSME actors can be promoted simultaneously to increase visibility and sales.

5. Evaluation and Feedback

- a. **Feedback Session with Participants:** Organize a meeting to listen to feedback from participants regarding the training and mentoring that has been carried out. This will help in improving the program in the future.
- b. **Evaluation Report:** Prepare an evaluation report detailing the results of the training, the impact on MSME sales, and recommendations for further program development.

Through this structured implementation, it is hoped that the "Towards Bumdes 4.0" program will not only provide effective training but also create an ecosystem that supports the growth of MSMEs in Balai Batu Sandaran Village. This program is expected to be a model for other villages in utilizing e-commerce to strengthen the local economy.

MONITORING & EVALUATION

Monitoring and evaluation is an important aspect in the implementation of the program "Towards Bumdes 4.0: E-Commerce-Based MSME Product Marketing Assistance Training." This activity aims to assess the effectiveness of the program and its impact on the development of MSMEs in Balai Batu Sandaran Village. The following are the steps that will be taken in the monitoring and evaluation of this program:

1. Monitoring Methodology

- a. **Performance Indicators:** Establish specific performance indicators to measure the success of the program, such as:
 - 1) The number of participants who took part in the training.

- 2) Percentage of participants who implemented e-commerce strategies.
 - 3) Increase in sales of MSME products through e-commerce platforms.
 - 4) The level of satisfaction of participants with training and mentoring.
- b. Periodic Monitoring: Conduct periodic monitoring (e.g., monthly) to evaluate the progress of program implementation. This is done through:
- 1) Direct observation during workshops and mentoring sessions.
 - 2) Distribute questionnaires to collect data from participants regarding their experiences and progress (Syahza dkk., 2021).

2. Process Evaluation

- a. Training Implementation Evaluation: Collect feedback from participants on training materials, teaching methods, and content relevance. This can be done through:
- 1) Pre and post-training questionnaires to measure changes in participants' understanding.
 - 2) Group discussion to listen to participants' opinions on the effectiveness of training and mentoring.
- b. Feedback from Mentors and Mentors: Gathering information from the mentoring team and mentors regarding the successes and challenges faced in the mentoring process (Ridhowati, 2024).

3. Impact Evaluation

- a. Sales Data Analysis: Collect sales data from MSMEs before and after training to measure improvement. This data shows how much the program has an impact on the profits and business growth of participants.
- b. Case Study: Identify MSME actors who have successfully implemented e-commerce strategies effectively and conduct case studies to study the factors that contribute to their success. This can be a learning experience for other participants (Athief dkk., 2023).

4. Reporting

- a. Program Evaluation Report: Prepare an evaluation report that includes:
- 1) Summary of monitoring and evaluation results.
 - 2) In-depth analysis of participant upskilling, knowledge, and capacity building.
 - 3) Recommendations for future program development based on the findings obtained.
- b. Public Feedback Session: Hold a session to present the results of the evaluation to stakeholders, including trainees, village governments, and the

community. It aims to provide transparency and opportunities for all parties to provide input (Saputra dkk., 2023).



Fig. Evaluating Program

5. Follow-up

Action Plan Based on Evaluation: Based on the results of the evaluation, develop an action plan to improve the program in the future. This includes adjustments to training materials, mentoring methodologies, and marketing strategies that are still considered ineffective. Through the implementation of systematic monitoring and evaluation, it is hoped that this program can continue to develop and have a greater positive impact on the community in Balai Batu Sandaran Village. This will also provide a strong foundation for contemporary programs in other villages to utilize e-commerce in supporting the growth of MSMEs.

CONCLUSION

The program "Towards Bumdes 4.0: E-Commerce-Based MSME Product Marketing Assistance Training" in Balai Batu Sandaran Village is an important initiative that aims to increase the capacity of MSME actors in utilizing digital technology for product marketing. With this training, MSME actors are expected to be able to access a wider market, increase sales, and strengthen the competitiveness of local products in the digital era. The results of socialization, training, and mentoring showed an increase in participants' understanding and skills in using the e-commerce platform. In addition, the success of this program is supported by the active participation of MSME actors and close collaboration between various stakeholders, creating an environment conducive to village economic growth. Through systematic monitoring and evaluation, the program has successfully identified challenges and achievements and provided a basis for further improvement and development. With continuous commitment and the right support, initiatives like this can be an example for other villages to take advantage of e-commerce opportunities, thereby encouraging the spread of innovation and economic empowerment

at the local level. Overall, this program not only provides direct benefits for MSME actors but also contributes to sustainable economic development and improving the quality of life of the community in Balai Batu Sandaran Village, Sawahlunto City.

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