

## Accelerating Digital Adoption: A Case Study on Capacity Building for SMES and Cooperatives in Bekasi Regency

### *Percepatan Adopsi Digital: Studi Kasus Peningkatan Kapasitas UMKM dan Koperasi di Kabupaten Bekasi*

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(Diterima 06-03-2025; Disetujui 15-08-2025)

#### ABSTRACT

By 2024, the number of MSMEs in Indonesia will reach 66 million and contribute 99.6% to employment in Indonesia. However, only 17% of MSMEs are familiar with digital technology. In order to realize the achievement of Level Up SMEs and Cooperatives, the Office of Cooperatives and SMEs carries out various coaching in their respective cities and districts. On July 23-25, 2024, the Bekasi Regency SME and Cooperative office held a workshop to improve the digital capabilities of SMEs and Cooperatives. The number of participants was 150 registered SMEs and cooperatives, where participants were divided into 50 people for each batch. The material was provided by two lecturers of the Management study program, President University. The delivery of the material was carried out practically, given the different educational backgrounds and types of businesses. The material includes how to create appropriate marketing content, such as short videos on TikTok, including using other social media, namely Instagram and Facebook and online marketplaces. Participants were guided step by step using their laptops or mobile phones, so that they could understand the material well. This workshop provided benefits to the participants, as well as provided an opportunity for lecturers from President University to carry out community service in accordance with their expertise, and realize the work plan of the Bekasi Regency SME and Cooperative Office, namely leveling up for SMEs and Cooperatives.

Keywords: SMEs and Cooperatives, Digital Marketing, Social Media, Online Marketplace.

#### ABSTRAK

Pada tahun 2024 jumlah UMKM di Indonesia mencapai 66 juta dan memberikan kontribusi 99,6% terhadap penyerapan tenaga kerja di Indonesia. Namun, hanya 17% dari UMKM yang mengenal teknologi digital. Dalam rangka mewujudkan pencapaian UKM dan Koperasi Level Up, dinas Koperasi dan UKM melaksanakan berbagai pembinaan di kota dan kabupaten masing-masing. Pada tanggal 23-25 Juli 2024, dinas UKM dan Koperasi Kabupaten Bekasi mengadakan lokakarya untuk peningkatan kemampuann digital UKM dan Koperasi. Jumlah peserta 150 UKM dan Koperasi yang terdaftar, dimana peserta dibagi menjadi 50 orang untuk setiap angkatan. Materi diberikan oleh dua orang dosen program studi Manajemen, President University. Pemberian materi dilaksanakan secara praktikal, mengingat latar belakang pendidikan dan jenis usaha yang berbeda. Materi antara lain meliputi bagaimana membuat konten pemasaran yang sesuai, seperti video pendek di TikTok, termasuk menggunakan sosial media lainnya, yaitu Instagram dan Facebook serta online marketplace. Peserta dibimbing langkah demi langkah dengan menggunakan laptop atau handphone mereka, sehingga dapat memahami dengan baik materi yang diberikan. Lokakarya ini memberikan manfaat kepada peserta, juga memberikan kesempatan kepada dosen dari President University untuk melaksanakan pengabdian kepada masyarakat sesuai dengan kepakarannya, serta mewujudkan rencana kerja Dinas UKM dan Koperasi Kabupaten Bekasi yaitu level up untuk UKM dan Koperasi.

Kata kunci: UKM dan Koperasi, Digital Marketing, Sosial Media, Online Marketplace

#### INTRODUCTION

SMEs are small and medium-sized enterprises owned by individuals or business entities, which are divided into three groups: micro enterprises with capital of less than 1 billion, small enterprises with capital between 1-5 billion, and medium enterprises with capital between 5-10 billion (Hidayat, 2023). SMEs in Indonesia contribute significantly to employment, accounting for 99.6% of jobs. The growth in the number of SMEs in Indonesia shows very positive figures, reaching 66 million business units in 2024 and contributing 65% to GDP (Gross Domestic Product) (Ministry of SMEs of the

Republic of Indonesia, 2024). Although the development of SMEs in Indonesia is very rapid, their digital skills are still weak, with only about 17% having digital capabilities, so not all SMEs in Indonesia have digitised their businesses (Ainurrokhim, Hati, & Adibta, 2024).

One form of government support for SMEs is through digitisation in collaboration with the Ministry of Communication and Information Technology. The MSME digitization program aims to prepare them to enter the global market. The SME Level Up Program in 2024 aims to motivate SMEs to grow and develop, including expanding marketing access, increasing competitiveness, improving efficiency and innovation, to increase transaction value (Indonesia.Go.Id, 2024). Furthermore, the implementation of the SME Level Up Program will be carried out in each city and regency.

Following up on the UKM Level Up program, the Bekasi district in West Java, through the Cooperative and SME Office, regularly guides cooperatives and SMEs to help them move up a level. This guidance is provided through various activities, such as collective NIB (Business License Number) registration, halal certification, franchise management, and various training sessions to improve skills and knowledge. One of the programs in 2024, held at the Primebiz Cikarang hotel, was a technical training workshop entitled “Technical Guidance on E-Commerce Improvement for Micro Businesses Batch II in Bekasi Regency” to empower micro business owners in Bekasi Regency with e-commerce strategies. The workshop is divided into three batches and will be held over three days, from July 23 to 25, 2024. The workshop aims to equip participants with knowledge and practical tools to optimise their online presence and increase sales through digital channels.

Internet usage in Indonesia has increased year on year, with a penetration rate of 79.5 percentage. By 2024, the number of internet users is expected to reach 221.5 million (Riyanto & Pertiwi, 2024). Similarly, MSME managers in Bekasi use the internet in their daily activities on social media (Genoveva, 2022a; Sonny, Manurung, Genoveva, Syahrivar, & Fortuna, 2023) and offer their products/services on WhatsApp groups. However, only 10%-15% of SMEs use the internet professionally to introduce their products/services to consumers. Lack of knowledge about usage, understanding of e-commerce strategies, and inability to create attractive product descriptions, including naming products based on Google trends searches, are not widely known by SMEs (Genoveva, 2022b).

Based on the above background, Filda Rahmiati, BBA, MBA, Ph.D, Coordinator of MSMEs and Cooperatives Level Up Bekasi Regency, who is also a lecturer at President University, collaborated with lecturers from the Management study program at President University, namely Dr. Dra. Genoveva, M.M. and Siska Purnama Manurung, S.Kom., M.M., CDMP, is organizing a collaboration in the form of Technical Guidance on E-Commerce Improvement for Micro Businesses Batch II. In line with the above issues, the material to be provided is how to utilise digital technology to carry out branding and marketing activities to maximise sales.

## **MATERIALS AND METHODS**

The workshop was held face-to-face at the Primebiz Hotel in Cikarang. The participants were SMEs and cooperatives registered with the Bekasi Regency Cooperative and SME Office. There were 150 participants in this workshop, divided into 3 groups, each consisting of 50 participants. Each participant attended the workshop for a full day, from 8:00 a.m. to 4:00 p.m.

In addition to partnering with local hotels, the event also partnered with a university located in Bekasi Regency, namely President University. Based on the results of a preliminary meeting between the committee chairperson from the Cooperative and SME Office, the Level Up Cooperative and SME coordinator, and President University, two lecturers from the Management Study Program who teach Digital Marketing were appointed as speakers, in line with the target material to be delivered to participants. The outline of the material has also been discussed with the speakers, so that both speakers can deliver different materials, yet in line with the target of enhancing participants' digital knowledge.

The approach taken by both speakers in presenting the material was practical, given that participants had different educational backgrounds and business experience. The use of applications on laptops or mobile phones was guided step by step so that participants could understand and directly practice the skills of using social media marketing, registering on online marketplaces, and using other relevant applications that are useful in marketing participants' products/services.

## RESULTS AND DISCUSSIONS

The workshop was held on July 23-25, 2024 at the Primebiz Hotel in Cikarang with the theme “Technical Guidance on Improving E-Commerce for Micro Businesses Batch II in Bekasi Regency.” There were a total of 150 participants divided into three days, with 50 participants each day. The workshop ran from 8:00 a.m. to 4:00 p.m. It began with participant registration at 8:00 a.m., followed by a report from the Head of the SME Division of the Cooperative and SME Office, and then a speech from the Head of the Cooperative and SME Office. Following the opening remarks, the workshop proceeded with the presentation of materials. The materials were delivered by two different speakers. Both speakers are lecturers in Digital Marketing at the Management program, President University, Cikarang.



Figure 1. Workshop Opening

The first session ran from 9:00 a.m. to 12:00 p.m., led by Siska Purnama Manurung, S.Kom., M.M., CDMP, who introduced content marketing to participants as a tool for fostering customer loyalty and brand awareness. The training focused on creating content that is both engaging and culturally relevant. Short-form video marketing, popular on platforms like TikTok and Instagram, was discussed as an effective method for capturing attention in Indonesia's dynamic digital landscape. Additionally, strategies such as geofencing and Google My Business were covered to target local audiences with personalized promotions, which boost customer engagement and sales.



Figure 2. The first trainer session

The second session continued after lunch and prayer break, lasting from 1:00 p.m. to 4:00 p.m. The second session was presented by Dr. Dra. Genoveva, M.M., who introduced digital marketing through social media and online marketplaces. Participants were guided through strategies for naming stores and products using Google Trends to identify the most sought-after types of products or services. Meanwhile, on online marketplaces, participants were guided step by step in creating seller accounts, writing product descriptions with the help of ChatGPT, and making decisions based on consumer reviews.



**Figure 3. Photo session with all participants with the second speaker**

At the end of the workshop, the committee conducted an evaluation of the workshop's implementation from various aspects, including the venue and location, the committee's services from the registration process to the completion of the workshop, the expertise of the speakers and the methods used to deliver the material, also the benefits of the workshop for the participants.

### CONCLUSION AND SUGGESTION

Collaboration between President University and the Bekasi Regency UMKM and Cooperative Office in UMKM and Cooperative Level Up provides benefits for UMKM participants, enabling them to run their businesses more professionally, particularly in using digital technology to market their businesses. Additionally, through this workshop, participants can get to know each other and collaborate in forming partnerships, learning from one another. For President University, this collaboration is a form of community service from the Management study program, where lecturers provide materials in line with their areas of expertise. This collaboration is also expected to continue with mentoring for SMEs and cooperatives. For the SME and Cooperative Agency, this activity is a manifestation of the SME and Cooperative Level Up program, as well as establishing cooperation with the university as part of a beneficial partnership.

### ACKNOWLEDGEMENTS

We would like to express our gratitude to the Head of the Bekasi Regency SME and Cooperative department, the Management Study Program, and the LRPM (Research and Community Service department) of President University.

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