

Empowerment of Women's Businesses through Catalog Digitalization for SMEs' Products

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ABSTRACT

This service initiated between the team and the Aisyiah Sleman Entrepreneurs Association in Yogyakarta (IPAS). The service focused on how to revitalize businesses that have been down due to the Covid-19 Pandemic with broader market access. Supporting digitalization insights and practices, entrepreneurs must collect service product data, and product visualizations to engage their potential market. The result is the increasing participants awareness the importance of digitally inventorying their products. Digitizing products in photos can help the MSME to expand their businesses and products closer to their respective potential markets. They also post products digitally so they have the product image in more detailed through social media such as Whats-App and Instagram..

INTRODUCTION

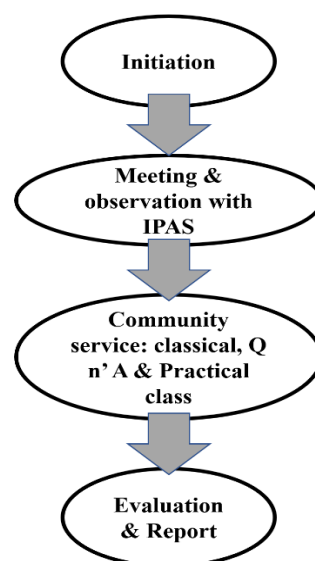
In the last four years (2019 - 2023), activities in all sectors have been negatively affected by Covid-19. The economy in Indonesia is no exception, of course, facing a significant decline (Mariam et al., 2022). Locally, nationally and globally, Covid-19 limits the space for movement, so people have started to think about diverting and minimizing their face-to-face business activities to digitalization. MSMEs must always move forward, considering their contribution is 30-50% of GDP and opens many jobs from 50 to 95% (Lestari et al., 2022). Therefore, MSMEs need to manage social media as promotion to marketplace marketing. In the personal, organizational, industrial, and urban spheres, broadly, all countries face the same challenges in adapting to the digital world. Apart from that, in general, this activity is to provide wider choices to businesswomen with technological advances in digitizing their small businesses by being more disciplined in inventorying products, specifications, and their visual appearance in digital form.

Digital transformation has been echoed and has become of great interest among academics and practitioners in the last few decades. In the broad personal, organizational, industrial, and urban spheres, all countries face the same challenges in adapting to the digital world (Kraus et al., 2022). Digital transformation is expected to be able to offer convenience to business actors. Both in terms of product inventory, product designs that will be laid out with the help and technology media that are widely developed (Mandviwalla & Flanagan, 2021), as well as providing branding strength to MSMEs and products that produced (Swissia & Halimah, 2023). This can be supported by the development of information technology which can accelerate the significant increase in the potential of MSMEs and the prosperity of the country, including Indonesia (Maghfiroh et al., 2022; Mardliyaturrahma1 et al., 2022; Zai et al., 2021). Technological advances have resulted in digital transformation being widely echoed and of great interest among academics and practitioners in the last few decades. The emergence of a marketing strategy or digital marketing to expand market share and attract new potential customers to increase sales turnover (Mukhlison et al., 2022). Digital marketing, apart from increasing sales, is also helpful in promoting new products and services, branding, and building good relationships with customers (Mansir & Purnomo, 2021). Digital marketing through online media brings products to a broader market and creates market interaction with business people (Putra et al., 2022). However, minimal face-to-face activities can be transferred to online business (Yasmin Syah, 2022). Implementing digital marketing is very good for producers because it allows potential customers to obtain various information about products via the internet.

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visual appearance in digital form. Digital transformation has been echoed and has become of great interest among academics and practitioners in the last few decades. In the broad personal, organizational, industrial, and urban spheres, all countries face the same challenges in adapting to the digital world (Kraus et al., 2022). Digital transformation is expected to be able to offer convenience to business actors. Both in terms of product inventory, product designs that will be laid out with the help and technology media that are widely developed (Mandviwalla & Flanagan, 2021), as well as providing branding strength to MSMEs and products that produced (Swissia & Halimah, 2023).

IPAS DIY is a recitation association for mothers affiliated with the Muhammadiyah and Aisyiah religious organization movements. Then, with time, a social agenda developed in the social economy by mobilizing women with their business activities. On the other hand, women's empowerment is one of the community's concerns, both at the family level and in the broader community. The women who are members of the Aisyah Sleman Entrepreneurs Association (IPAS) have much potential with a background of housewives who do run businesses independently or work with women in their respective agencies but are still able to do business in their free time. From an Islamic perspective, *mukallaf* (mature) women can do various activities. Such as agreements, oaths, and vows, both to fellow human beings and God, and no power can nullify their promises, oaths, or vows, as emphasized by Q.S. Al-Ma'idah (5:89). This community service activity seeks to intervene and influence business actors from IPAS DIY within. Women are preoccupied with daily activities, from taking care of their family to getting up in the morning until they pick them up at night (Lalopua et al., 2019). Women can play a dual role as housewives and breadwinners to increase household income and social activities. Through public activities, women can increase self-confidence and share good values to improve the family economy through MSMEs (Suratman et al., 2022).



Picture 1. Community service's methods

IMPLEMENTATION AND METHODS

Based on Picture 1, this community service is carried out in several activities, starting from the initial initiation, meeting with leaders, socialization, implementation of community service through classical, discussion, mentoring and practical class, and ended with evaluation and reporting. First initiated by one of our teams has a good relationship with the regional leader of Aisyah Sleman, DIY. Many ideas shared through face-to-face meetings, telephone calls, and short messages, brief information was obtained that the women's association needed training to running the business that categorize as small medium enterprises (SMEs). Then after obtaining an agreement to meet between the service team and DIY IPAS leadership for further discussion regarding the actual situation by knowing the needs of DIY IPAS members. On Wednesday, November 16, 2022, a meeting was held with DIY IPAS leaders, including Mrs. Suharti as Chair of the Aisyah Regional Leadership (PDA) of the Sleman Economic Council, and Mrs. Nurul Umayah as Chair of IPAS Sleman.



Picture 2. Socialization of community service

RESULTS AND DISCUSSION

As a result of the meeting, information was obtained that so far, the MSME businesses owned and managed by each member of IPAS DIY are still running on their own. Various businesses are run, including culinary businesses (angkringan-traditional food, food, and beverages), handicraft-souvenir businesses, batik businesses, convection businesses, and various other businesses. Trade for the products or services produced is still limited in local circles or among members of IPAS DIY as a form of solidarity among members to make their respective businesses grow. However, these steps are felt to be lacking in maintaining the sustainability of the business being run. Especially during the Covid-19 pandemic, which hit the economy as a whole. Including many social activities that have stopped to prevent the transmission of Covid-19. Automatically the business that is being developed stagnates because there are no face-to-face meetings, and events that are usually carried out must also be abolished.



Picture 3. Curated photos of MSME products (1)

In the beginning, it was initiated to conduct website training because it was considered up-to-date and offered many benefits for business owners. Through the web, even though it is a home business, promotions can make people quickly aware of the business being built so that they can attract many enthusiasts to achieve maximum sales (Bukit et al., 2019; Nababan et al., 2020). Several considerations include that to go to the website, a database of products will be offered with detailed product specifications, including a visual of the product (Miswanto et al., 2021). Preparing this data, including creating catalogs and attractive product photos, will make it easier for MSMEs to fill out their business websites and approach their potential markets, further developing awareness of the digital appearance of their products (Harto et al., 2022). Many of the businesses of IPAS members are in the culinary industry; the importance of information that must be inventoried is related to production monitoring, consumption expiration dates, quality and quantity information, to awareness of product halalness, which is a concern in digital business catalogs (Armiani et al., 2022).

After there was agreement about the training theme, the time, and the location of the training, the team do socialize of service was made and broadcast through leaflets. As shown in Figure 1, with several presenters at Omah Tobong, a restaurant also owned by Ms. Luthfi who is also a member of IPAS DIY. The participating women are ordered to bring their business products to maximize the training so that it will be direct practice material for creating product catalogs digitally.



Picture 4. Product Curation of the various souvenirs and food

The agenda was held on Tuesday, 13 December 2022, attended by 20 participants, five lecturers, and ten students divided into three sessions. The first session provided classical material related to digital product catalogs. It was followed by a discussion (question and answer) session between the speakers and the participants. The next session was a group discussion forum that grouped participants into five small groups, with one lecturer and two students for each group. In the group discussion forum, a form is also provided to help guide participants in preparing business profiles and problems in running their respective businesses. In addition, the session also continued with curating the results of MSME products which were then carried out as digital inventory through product aesthetic photo practices assisted by service students. The output of this service activity is the emergence of an awareness of IPAS entrepreneurs in digitally curating or inventorying product results. This will help participants be ready to post products on social media or whenever potential customers ask. So that in the future, consumers will have a more comprehensive visual perception related to MSME products, complete with detailed specifications attached to their products. Also, the IPAS' leaders want to continue the service when all participants can afford the catalog, and it will be continued to the next step in making the marketplace by web making.



Picture 5. Curation of various culinary IPAS products

CONCLUSIONS AND RECOMMENDATIONS

The urgency of this service is the importance of enriching the motivation and literacy of women members of IPAS DIY regarding business digitalization. To support digitalization insights and practices, business actors must collect or curate product data, both product specifications and product visualizations, that will be more easily seen and accessed by their potential market. In the process of product curation practice, it is strongly supported by several area points in the Omah Tobong Restaurant, which have open, natural areas and very supportive lighting. There are also results from the curation of each photo which is then compiled in a Google Drive link that IPAS mothers can access. Then in the FGD process, information was obtained that most of the businesses being run were small businesses that empowered more family members or employed 3-10 employees. Some employed workers on a freelance basis or empowered neighbors with specific skills. However, many businesses have dimmed during the Covid-19 pandemic. This is because previously, these efforts relied heavily on close friendships such as neighbors themselves or extended to the scope of Aisyah Sleman's members. So that when Covid-19 hit, it limited face-to-face movements. After Covid-19 subsided or was considered the common cold, it turned out that business was not running smoothly way because the recovery rate for entrepreneurs and consumers affected by the Covid-19 pandemic was different. However, one thing that is generally accepted is wanting to expand the market besides wishing to build relationships with loyal consumers through access to social media. Regardless of the production capacity of each business, it is acknowledged that the digitalization of MSMEs can be started by curating product results visually and product clarity through specification narratives that consumers and potential markets can understand.



Picture 6. IPAS Sleman Service Team and Participants (1)

Entrepreneurial-based creative economy industry development and Empowerment Ethics Global Competitiveness: the assistance referred to is in addition to delivering material as well assistance in digitalization practices and product and service catalog creation. So it is hoped that these women can bring their products and services further from what was previously local or a limited area to be more open potential market, lifting the family economy, as well as businesses MSMEs will have a mindset development related to digitization for actors SMEs and parties involved in producing service products with higher capacity.



Picture 7. IPAS Sleman Service Team and Participants (2)

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