

Digitalization of Business Profile to Promote Qualified Marketing System of SMEs' Product

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ARTICLE INFO

Keywords: Digitalization, Business Profile, Small, Medium Enterprises (SMEs)

Received : 22, June

Revised : 24, July

Accepted: 26, August

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ABSTRACT

This community service program is a collaboration between the team and the Aisyiah Sleman Entrepreneurs Association (IPAS) in Yogyakarta. IPAS members are SMEs such as culinary, handicraft, batik, convection, etc. IPAS marketing is still limited in local circles, so it has not been able to reach a wider market. The obstacles are lack of knowledge and skills in marketing products and the unfamiliarity of their business in the community. For this reason, SMEs need a business profile that can provide information on the products offered can increase *brand awareness* and build relationships with customers. This service focused on digitizing IPAS's business profile. The result is IPAS members who already have a digital business profile, for example, Google My Business.

INTRODUCTION

Today's business world is characterized by increasingly fierce competition at the local, national, and global levels. One of the keys to success in surviving the competition is creating a company advantage. In this condition, the role of the business community is very important to build a joint network to strengthen the business of community members. Based on data from the Ministry of Cooperatives, Small and Medium Enterprises, currently, there are 65.4 million SMEs actors (Mawarsari, 2023). SMEs as one of the pillars of strengthening the Indonesian economy, are still constrained in building a competitive advantage. Aware of the obstacles faced, currently there are many SMEs in each region creating communities to simply share knowledge, and experience, or at a higher level, they cooperate with others in business. The government, through related ministries and non-governmental organizations, also provides full support to the SMEs communities that are currently growing and developing, either by providing training, business assistance, or assistance with capital.

The Aisyiah Sleman Entrepreneurs Association or Ikatan Pengusaha Aisyiah Sleman (IPAS), is one of the business communities within the Aisyiah Muhammadiyah Sleman organization. This community was initiated by the Aisyiah Sleman Economic and Social Sector to accommodate business actors who are members of Aisyiah in Sleman. There are 83 members registered at IPAS DIY who are housewives, businesswomen, and working women who also have independent businesses. IPAS members consist of business actors in the SMEs category, who are engaged in various businesses, such as culinary businesses (such as *angkringan*, food and beverages), handicraft-souvenir businesses, batik businesses, convection businesses, and various other businesses. So far, the SMEs businesses owned and managed by each member of IPAS DIY are still running on their own. Marketing activities are still limited to local circles or among members of IPAS as a form of solidarity among members to make their respective businesses grow. Of course, in terms of sustainability, the marketing activities carried out are still very underdeveloped. One of the obstacles faced is the lack of knowledge and skills in marketing products, and the unfamiliarity of their products and businesses in the community.

The Covid-19 pandemic, which hit the economy condition was also a factor, which caused activities in society to stop. Automatically, this condition has an impact on businesses that are being developed to stagnate because there are no face-to-face meetings, and events that are usually carried out must also be abolished. After conditions began to gradually improve, members of IPAS DIY began to improve and thought about re-marketing their products, and wanted to expand their market reach so that their products and businesses would be better known in the community. SMEs as one of the drivers of the country's economy in general also have some limitations in terms of resources, both in marketing, operations, human resources, and finance. To support these needs, SMEs need to have a business profile that can help companies overcome their limited resources. A business profile or commonly referred to as a company profile is a blueprint of the general description of a company. Business profiles can provide information about the products offered so that they can increase customer brand awareness

and can also attract the attention of investors (Aulia, 2022). Besides that, the benefits of a business profile are building relationships with customers and as a marketing media for the businesswoman in IPAS.

The results of the SMEs Empowerment Report 2022 survey of 1,500 SMEs in Indonesia, among other things, show that one of the main challenges faced by SMEs in operating their business is that 70.2% of respondents experience difficulties in marketing their products (Eka, 2023). Based on the survey results, SMEs can improve their marketing system, one of which is by using digital marketing. The use of the Internet makes it easier for businesses to expand their scope and core business through market penetration and product development (Jadhav et al., 2023). Several studies have shown that digital marketing has a significant effect on business performance. This includes the purpose of using digital marketing media, the benefits of using digital marketing and product reputation after using digital marketing (Jadhav et al., 2023). Research conducted by Nuseir and Aljumah (2020) on small and medium enterprises in the United Arab Emirates shows that digital marketing affects business performance. Likewise, research was conducted by Omar et al. (2020); Mehralian and Khazaee (2022); Nuseir and Refae (2022); Muslikhah and Dwi (2022).

Digitalization can develop SMEs businesses closer to potential markets (Suratman et al., 2023). Digitalization through quality website design can increase reputation and consumer trust as well as effective and efficient marketing (Putrinda et al., 2022). Karatum (2017) states that small businesses have limited time and capital which can hinder business development, digital marketing can improve the business development process with a wider reach and faster time. In digital marketing, one way that can be done by SMEs is by digitizing the business profile. Indirectly this provides a solution to overcome obstacles in introducing SMEs products and businesses. Digitizing business profiles can develop creative industries that can also compete in global business. Until 2022, SMEs that have been digitized have reached 20,997,131 SMEs and have experienced an increase of 17 percent from the previous year (Yusuf, 2023). Not many IPAS Sleman SMEs communities have digitized business profiles, so assistance and training are needed to digitize business profiles.

IMPLEMENTATION AND METHODS

Solving the problems faced by IPAS member SMEs is the focus of this service program. To carry out this service according to its purpose, the initiation stage is carried out by conducting interviews and FGDs with the Chair of IPAS. The results of the interviews and FGDs show that IPAS members need guidance in making business profiles. It is hoped that this profile will not only be in the form of official physical documents but profiles for social media accounts. Structurally, the flow of dedication is illustrated in Figure 1.

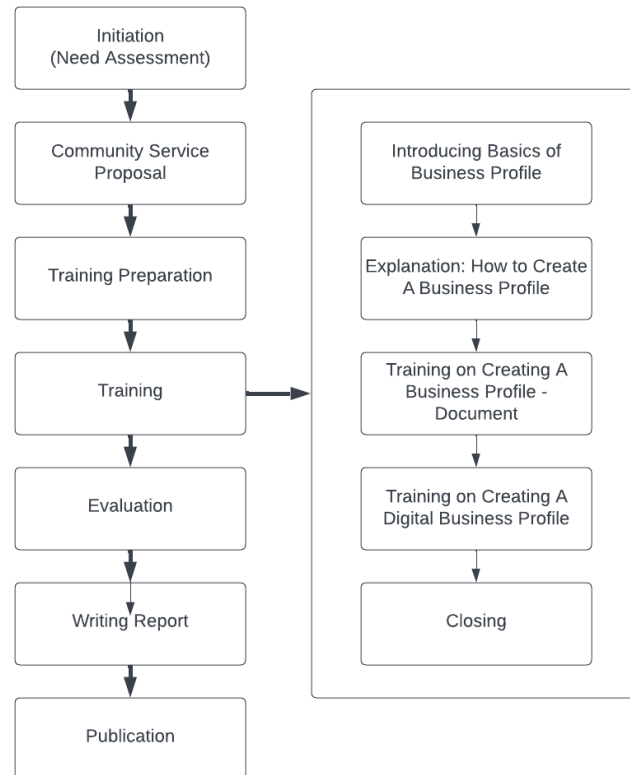


Figure 1. The Flow of Community Services Program

In detail, the service flow can be described as follows: 1) Initiation (Need Assessment), at this early stage, socialization is carried out to explain the initiation of the service program for SMEs. Through interviews and discussions with several IPAS members, several problems faced by SMEs members of IPAS have been identified. The problem obtained is that IPAS members have difficulty introducing their business because they do not yet have a company profile. Therefore, it is necessary to have training in compiling a company profile; 2) Preparation of Service Proposals, based on the results of problem identification in the first stage, service proposals are prepared along with training plans to be carried out; 3) Training Preparation, the preparation stage is carried out by compiling a rundown of the event, location, equipment, participant registration, consumption, and so on. In this preparatory stage, the dedication team will coordinate with the main members of IPAS; 4) Implementation of Training, the implementation of training is carried out with a series of several activities including: Material on the importance of company profiles, Material on the basics of company profile forms, Practice of compiling company profile documents, Practice of compiling digital company profiles; 5) Evaluation, the evaluation stage is carried out to assess whether the indicators in the training implementation stage have been achieved. In addition, financial evaluation is also carried out for reporting. Evaluation is also needed so that later it can become input for further community service activities. Various criticisms and suggestions from each stakeholder are recapitulated, evaluated, and given suggestions for the next activity; 6) Compilation of Service Reports, after the

training is carried out and evaluations are carried out, the team compiles a report on service activities. This report is the responsibility for the community service activities carried out; 7) Publication, the final stage is publication.

RESULTS AND DISCUSSION

In this section, you should describe each step taken to complete your dedication process along with the material presented. The results of the discussion can also be submitted here. You should not include too many descriptive statistical results here; on the other hand, it should be summarized in a more readable table or graph. You should never forget the numbers for each table and chart presented in your paper.

There are four steps to do the community services agenda. The first is Program Socialization and Need Assessment Training. The second is Training for Developing Digital Based Business Profiles. The third is Assistance for Creating Business Profiles. The fourth is the Evaluation of Training and Developing Follow Up Plan.

1. Program Socialization and Need Assessment Training

This stage is the initial activity carried out by the servant to inform the training program that will be carried out, as well as conducting a training need assessment to determine the type of training needed by members of the target group. The socialization activity is the first activity carried out by the servant to start the training program activities. Activities are carried out informally between servants and IPAS management. In this activity, the servant socializes the program to the foundation's management. The socialization process is carried out using the method of discussion and dialogue together to gain understanding related to the training program. Still related to this socialization activity, identification of the problems faced by the organization is also carried out. The results of the training need assessment agreed that the training to be carried out would be soft skills and hard skills training to support the digitization of SMEs members of IPAS, through creating digital-based business profiles. Activities in the form of training and assistance in making profiles.

2. Training for Developing Digital Based Business Profiles

The first step is preparing a training program plan. At this stage the management plans the implementation of the training, starting with the target participants, implementation schedule, strategies for recruiting participants, and forming a small committee to implement the training activities. The materials presented are related to the preparation of digital-based business profiles. The methods used in this training are lectures, group discussions, experience sharing, short video screenings, and hands-on practice in compiling digital-based business profiles. This method is a participatory service method that can explore the level of member involvement in program planning and decision-making (Maisaroh and Tatic, 2019). Variations in training methods are carried out so that participants are not bored and help make it easier to understand the material. The practice method is mainly used

for the practice of compiling business profiles. The enthusiasm of the training participants is reflected in the interactive discussions that occur in the training, wherein each session, interactive dialogue occurs to share experiences and business problems experienced related to the material being studied. Likewise, during the practice session, the participants were very enthusiastic about doing the practice, accompanied by the mentor team provided. The results of this training were 11 participants who have completed the draft business profile, which will be continued in the mentoring program to improve the preparation of business profiles. Some documentation of training activities can be seen in Figure 2.



Figure 2. Training Program

3. Assistance for Creating Business Profiles

After the training activities, the next stage of the service program is assistance in making a business profile. Considering that during the training 11 participants successfully completed a draft of the business profile concept, student assistants provided assistance to the 11 SMEs to refine the drafts made during the training and finalize them into finished products in the form of business profiles. The mentoring process is carried out either through online consultations or by meeting face-to-face for the business profile finishing process. The mentoring process was carried out for 3 months, from December 2022 to February 2023. Some examples of business profiles that have been successfully created by SMEs participating in the assistance can be seen in Figure 3.

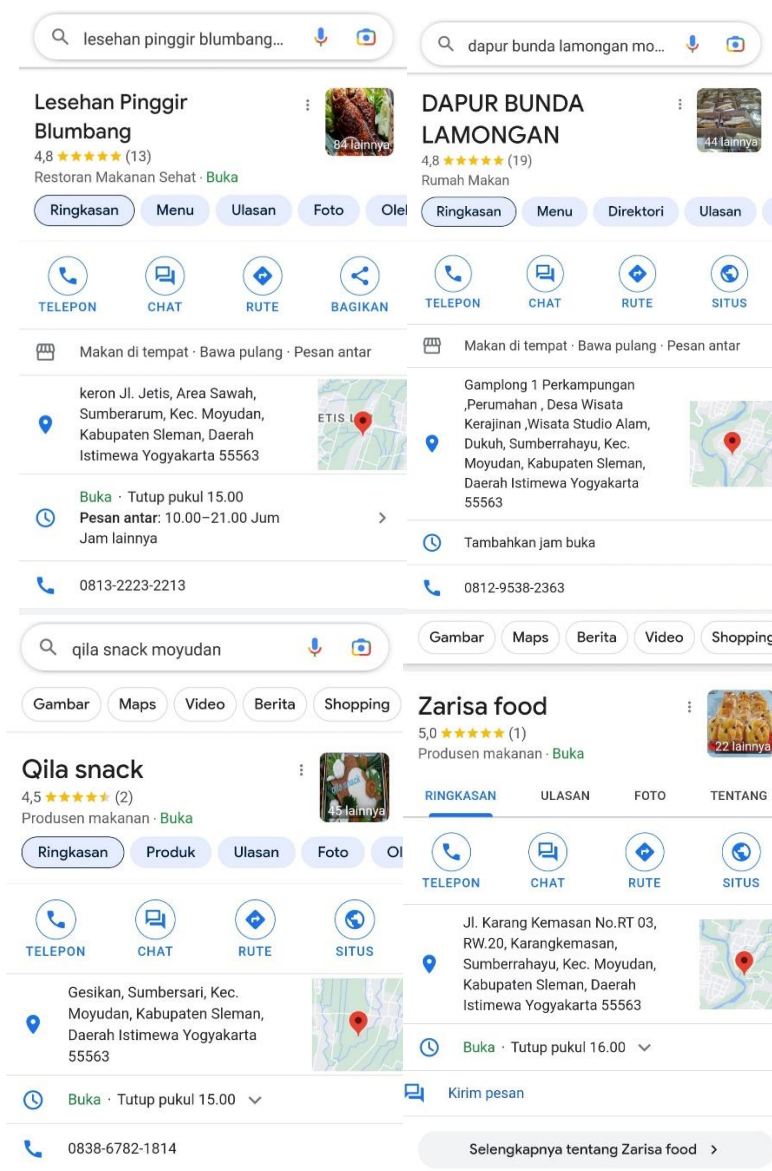


Figure 3. Example of Business Profile

4. Evaluation of the Training and Developing Follow Up Plan

Evaluation and follow-up plans are the last activities carried out in this training program. Evaluation activities and follow-up plans were carried out sometime before the closing of the training event. Evaluation of training, participants were asked to evaluate the training program from two sides, first the technical side of the training implementation and both sides of the presenters in delivering the training material. This was done by asking participants to write down on a piece of paper their evaluation of these two things. The results of the evaluation of the participants can be concluded that in general, the technical training was good, as well as from the speaker's point of view, it was assessed that it was by the training needs. After the evaluation, the next agenda is developing follow-up plans for the results of the training, where internally, the training participants discuss how they want to reach in the future. The results of the discussion agreed to continue the SME

digitization program in a website creation program for joint marketing. Photo session IPAS Sleman Service Team and Participants can be seen in Figure 4.



Figure 4. IPAS Sleman Service Team and Participants

CONCLUSIONS AND RECOMMENDATIONS

The Aisiyah Entrepreneurs Association or Ikatan Pengusaha Aisiyah (IPAS) is a community formed and fostered by the Aisiyah (MEK Division) whose members are female SMEs actors and the members of Aisiyah. One of the problems faced by Sleman IPAS members is the slow process of business digitization, due to the lack of member skills in the field of business digitization. To overcome this problem, a training program and assistance program for digitizing SMEs businesses is carried out, specifically a program for compiling and creating SMEs business profiles.

The results of the training can be seen, the skills of the participants in compiling business profiles have increased, based on the practical measurements carried out during the training. Coupled with the realization of the assistance results, 11 SMEs were able to complete creating business profiles digitally.

ACKNOWLEDGMENT

The authors would like to thank Miftachul Jannah, Jatiro Feshago Panjalu, and Naufal Alif Nurfaizi who assisted in this community services program. We are also grateful to Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia for the funding support.

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