

## **Digital Marketing Literacy and MSMEs Improvement Based on the Teachings of Ki Hadjar Dewantara: Ngandel, Kendel, Kandel, and Bandel**

**Agus Dwi Cahya<sup>1</sup>, Nanang Kusumawa Mawardi<sup>2</sup>, Dika Prawita<sup>3</sup>, Chichi<sup>4</sup>, Seliana Intan Tri<sup>5</sup>, Miraldi<sup>6</sup>**

<sup>1,3,4,5,6</sup> Management Study Program, Faculty of Economic, Universitas Sarjanawiyata Tamansiswa

<sup>26</sup> Agribusiness Study Program, Faculty of Agriculture, Universitas Sarjanawiyata Tamansiswa

*E-mail: [agusdc@ustjogja.ac.id](mailto:agusdc@ustjogja.ac.id)*

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### **ABSTRACT**

**Purpose-**This study aims to overcome problems in the community, especially how to increase MSMEs and the importance of digital marketing literacy.

**Methods-**This research stage is using the survey stage, identification and overcoming and implementation stages.

**Result and discussions-**The result is that many housewives have problems with increasing MSMEs and digital marketing.

**Conclusion-**To overcome the above, socialization and introduction of digital marketing and the improvement of MSMEs were held with the teachings of Ki Hadjar Dewantara (KHD).

**Keywords:** *UMKM, digital Literacy, KHD*

### **INTRODUCTION**

The rapid advancement of technology in the era of the revolution industrial 4.0 and society 5.0 make the competition in the world of trade increasingly fierce. The increasingly modern era makes physical stores begin to lag behind the times, and the practice of micro, small and medium enterprises (MSMEs) is now starting to switch to marketing online (digital marketing). Various kinds of marketplaces have emerged as digital marketing media including Shopee, developments with 56% penetration active on social media, 150 million internet users, and 150 million actives on social media, which is a very potential market for MSMEs who will start and continue to use social media to promote and online sales". The data statement above illustrates that the level of digital marketing in Indonesia still needs to be improved considering that the number of users of the marketplace as a medium as the main marketing medium is still very small (Nurfitriya *et al.* , 2022)

Digital literacy is the knowledge and skills to use digitalized media, including modern communication tools or internet networks in finding, working, evaluating, using information, making information, and using it wisely, intelligently, carefully, precisely, and of course, obeying the laws and regulations to foster positive communication and interaction in everyday life. Digital literacy is also the ability to use information and communication technology to communicate information cognitively and technically. Usually, related matters always tend to be related to technical skills and always focus on cognitive aspects and social aspects in the digital world. In communicating information in the digital world, such as offering an item or service, interesting content, so that information can be better understood. In general, visual content is more desirable

than verbal content. This is because humans naturally prefer information that can evoke their emotional response. The ability to create and sell creative content is the main strategy in building branding on social media. Sharing interesting visual content, especially videos, is very effective in increasing the number of likes, shares, comments, views, and of course followers (Hanifawati, Ritonga and Puspitasari, 2019).

E-commerce is built to increase the efficiency and effectiveness of a business process by utilizing information technology. The existence of E-commerce provides convenience for consumers. Online buying and selling transactions can be easier and can be done anytime and anywhere. The role of E-commerce has a positive impact on small and medium enterprises (SMEs) in Indonesia. The businesses that are pioneered by local entrepreneurs are increasingly diverse, which triggers SMEs to choose E-commerce as their marketing (Cahya et al., 2021).

The economy in Indonesia has undergone many changes due to the impact of Covid-19, at this time micro, small and medium enterprises (MSMEs) must be able to develop strategies to face competition in the new normal era. Economic development is also driven by the MSME sector (Cahya and Maharani, 2021). Based on Law number 20 of 2008 concerning MSMEs in article 1, it is stated that what is meant by Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law. Small Business is a productive economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become part either directly or indirectly of Medium Enterprises or Large Businesses that meet the Business criteria. Small as referred to in this Law and Medium Enterprises are productive economic businesses that stand-alone, which are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part either directly or indirectly with the Business. Small or Large Businesses with a total net worth or annual sales proceeds as regulated in this Law (Eka, Lestariana and Nanik, 2021).

In increasing MSMEs in the family economy sector, it is necessary to have a method that supports the improvement of MSMEs, one of which is Ki Hadjar Dewantara's teaching methods, namely ngandel, kendel, kandel, and bandel. The purpose of community service in Panjatan village is to add insight to knowledge as well as tips and tricks in implementing Ki Hajar Dewantara's teachings of ngandel, kendel, kandel, and bandel so that MSME actors and the community in Panjatan village can support each other to maintain and advance their business through digital marketing. The implementation of community service is through socialization which takes place at the Panjatan village hall, Kapanewon Panjatan, Kulonprogo district, D.I. Yogyakarta, and published by writing articles as an outcome of the implementation of the community service program.

## **METHOD**

The method of implementing community service in Panjatan village is carried out as follows:

### **Problem Identification Survey Stage**

Students of the Kuliah Kerja Nyata at the University of Sarjanawiyata Tamansiswa (KKN UST) 2022 Padepokan 9 and 10 received direction from the Field Supervisor (DPL), namely Agus Dwi Cahya, S.Pd., M.M. conducted a field survey on the community in Panjatan village, Kapanewon Panjatan, Kulonprogo district, D.I. Yogyakarta. From the survey results there are the following results:

1. Some housewives have expertise in producing a product and then are still confused about starting a business
2. There are still household MSME actors who still use manual sales only
3. There are farmer groups who still do not understand digital marketing

In the follow-up to the above survey, students of KKN UST Padepokan 9 and 10 collaborated to ask for advice from the KKN DPL to formulate a suitable program to overcome the above. The suggestion of DPL KKN is to educate the public in the form of direct lectures to the public on the importance of digital marketing literacy and the improvement of MSMEs based on the teachings of Ki Hadjar Dewantara: ngandel, kendel, kandel, and bandel. This method was chosen as the most suitable method to motivate the community to increase the number of MSMEs in Panjatan village starting from pioneering, business development, and synergy between fellow community members as MSME actors. It also motivates community members who are also MSME actors to be literate and take advantage of Digital Marketing Literacy so that they can adapt to the development of an era that uses digital technology to introduce products and increase their marketing reach.

### **Preparatory Stage**

Based on survey data and suggestions and agreements from KKN students, Mr. Agus Dwi Cahya S.Pd., M.M. as DPL, the theme of Community Service this time is “Digital Marketing Literacy and MSME Improvement based on the Teachings of Ki Hadjar Dewantara: Ngandel, Kendel, Kandel, and Bandel. The presenters in the Abdimas activity were Mr. Nanang Kusuma Mawardi, SP., M.Sc as a speaker who delivered Digital Marketing Literacy, Mr. Agus Dwi Cahya S.Pd., M.M as a speaker who delivered material on Increasing MSMEs based on the teachings of Ki Hadjar Dewantara: Ngandel, Kendel, Kandel and Bandel, and Mr. Dika Prawita, S.Sos, M.M as presenters who delivered the material on Increasing Online Sales Through Content. The next preparation is to determine the time and place for the implementation of community service, the delivery of material will be carried out on Friday, July 15, 2022, at the Panjatan village hall, Kapanewon Panjatan, Kulonprogo Regency, D.I.Yogyakarta with the presence of the Panjatan Village Head, Hamlet Heads, village officials, leaders and community of MSME actors.

### **Implementation Phase**

The implementation stage is the stage where all preparations are realized and then overcome the problems from the survey results above are. The implementation of community service is by conducting socialization regarding Digital Marketing and MSME Improvement based on the teachings of Ki Hadjar Dewantara: Ngandel, Kendel, Kandel, and Bandel. The socialization was carried out on Friday, July 15, 2022, at 13.00 – 16.00 WIB offline at the Panjatan village hall which was attended by the Panjatan village head, Hamlet heads, village officials, leaders and community of MSME actors, KKN students from Padepokan 9 & 10 and three presenters from the lecturers of the Universitas Sarjanawiyata Tamansiswa, namely Mr. Agus Dwi Cahya, S.Pd., M.M., Mr. Nanang Kusuma Mawardi S.P., M.Sc. and Mr. Dika Prawita, S.Sos. M.M.

## **RESULTS AND DISCUSSION**

Community service activities are carried out by providing material followed by a discussion session with several questions from the audience for the presenters and the material presented as follows:

No.	Presenters	Material Presented
1	Mr. Agus Dwi Cahya S.Pd., M.M.	The improvement of MSMEs based on the Teachings of Ki Hadjar Dewantara: Ngandel, Kendel, Kandel, and Bandel
2	Mr. Nanang Kusuma Mawardi SP.M.Sc.	Digital Marketing Literacy
3	Mr. Dika Prawita, S.Sos, M.M.	Increase Online Sales Through Content

In the first material presented by Mr. Agus Dwi Cahya S.Pd., M.M. namely The Improvement of MSMEs based on the teachings of Ki Hadjar Dewantara: Ngandel, Kendel, Kandel, and Bandel, the material begins with recognizing the obstacles and obstacles commonly faced by MSME actors. Then from the obstacles faced, it was continued with the introduction of MSMEs and given some examples of MSMEs that innovate their products that have the business characteristics of each MSME to turn challenges into opportunities. The application of Ki Hadjar Dewantara's teachings in improving MSMEs, namely Ngandel (Confidence), Kendel (Brave), Kandel (Thick Faith), and Bandel (Resilient) did not forget the presenters also conveyed supporting factors as well as tips and tricks to start and maintain a business that follows developments The era was then closed with the character slogan "AKU BISA" which stands for "Antusias (Enthusiastic), Kreatif (Creative), Ulet (Tenacious), Belajar (Learning), Inovatif (Innovative), Sinergi (Synergy) dan Amanah (Trustworthy)".

While providing tips and tricks, the presenters also began to find out the audience's enthusiasm for MSMEs before there were questions at the end of the session. The speaker invites the audience for a two-way interaction that can identify what are usually the obstacles and challenges for MSME actors. The audience was enthusiastic to answer questions from the presenters. The speaker is also an entrepreneur who has been in business since the lecture period, the speaker does not mind giving his experience and telling from the beginning he started a business to the challenges he faced while working in entrepreneurship so that it could be a motivation for those who listen to him.

The next speaker is Mr. Nanang Kusuma Mawardi SP., M.Sc., he is an e-commerce person from the Faculty of Agriculture, namely an Agribusiness lecturer who delivers digital marketing literacy material. The speaker conveyed the importance of marketing through digital in an era that uses internet network technology. Followed by the Strategy in E-Commerce promotion, namely "making an attractive website for business/business, Optional SEO, utilizing the Marketplace, activating social media, creating interesting content and strengthening branding and creating a customer database & activating promotions. The second speaker is also the same as the first speaker, he doesn't mind sharing his experiences during entrepreneurship and overcoming the challenges he has gone through.

The last speaker was Mr. Dika Prawita, S.Sos, M.M. Under the field of expertise as a digital marketer, the third speaker understands how to create interesting content in online marketing to be able to bring potential buyers to social media. This was conveyed to the participants clearly and in detail about tips and tricks to create interesting content. The third speaker also told how his

experience was in creating content, both content that was not good and content that could bring in high traffic. At the end of the material presentation, the participants were invited by the third speaker to try to practice making a short video content using a simple device, namely a cellphone.

After the presentation of the material was completed, it was continued with a discussion session by allowing the audience to ask questions. From several questions, it can be seen that the people of Panjatan hamlet are very enthusiastic. Two of the questions are: how to motivate neighbors to continue selling their products and the second question is how to increase farmer group sales and ask KKN students to participate in developing the Marketplace website and create content on farmer group social media and open training to create creative and interesting promotions and many questions were asked by the audience to the 3 presenters. Questions from participants were answered very well and requests from farmer groups were also agreed and agreed by KKN students.



Figure 1. MSMEs Overview



Figure 2. Digital Marketing



Figure 3. Digital Marketing and Content

## CONCLUSION

An area that has sufficient resources with good management will have a major impact on the economy. MSMEs are one of the factors that greatly support the economy of a region. To make MSMEs better, it is necessary to adapt to the technological era and provide digital marketing training which is very important so that people are more touched by the huge impact and wide reach provided by technology. With easier access, people who do not know can access freely and open unlimited income fields. by implementing KHD which can be implemented to become a strong supporter in committing to run entrepreneurship.

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