

Optimizing Hybrid Digital Activation in Anne Klappertaart MSMES

Ute Lies Siti Khadijah ^{a,1}, Ratu Nadia ^{a,2}, Tisha Maudia Rahma ^{a,3}, Eliana Johana Rebecca ^{a,4}, Indah Nurulliza ^{a,5}, Julystia Cantika Isardini ^{a,6}, Rahmat Alifin Valentino ^{a,7}, Lusi Romaddyniah Sujana ^{a,8}

^a Universitas Padjadjaran, Sumedang, Jatinangor, Jawa Barat, Indonesia

¹ ute.lies@unpad.ac.id; ² ratu19002@mail.unpad.ac.id; ³ tisha19001@mail.unpad.ac.id; ⁴ eliana19002@mail.unpad.ac.id; ⁵ indah19007@mail.unpad.ac.id; ⁶ julystia19001@mail.unpad.ac.id; ⁷ rahmat11006@mail.unpad.ac.id; ⁸ lusi18003@mail.unpad.ac.id

* Corresponding Author

ABSTRACT

The COVID-19 pandemic that has lasted for two years has shaken several important sectors in Indonesia. Not only the health sector, but the economic sector was also significantly affected. SMEs in Indonesia will have the same opinion. One of those affected is MSME Anne Klappertaart. This micro, small and medium enterprise is located in Lippo Karawaci, Tangerang. MSME owners feel the need to increase sales by utilizing digital, namely social media. Therefore, the KKN-PPM team helped optimize the digital activation of social media and e-commerce platforms from MSMEs. The KKN-PPM team also explained the use of content that had been planned and created. This is done so that MSME owners can use the content in the future. The results of this activity are brand guidelines, content templates for Instagram feeds and stories, and Shopee accounts. In addition, our team also provides video tutorials that can be viewed again by MSME owners.

KEYWORDS

MSME;
Digital Activation;
Social Media;
E-Commerce



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license

1. Introduction

The COVID-19 pandemic that occurs globally in all countries has an impact and influence that is severely felt [1]. In Indonesia, the COVID-19 pandemic has lasted for almost 2 years which has had an impact on all sectors, including the economic sector which is the foundation of society [2]. MSMEs are one sector that has a special position for the economic sector affected by the COVID-19 pandemic [3]–[6]. MSMEs were an important contributor to GDP (Gross Domestic Product) in 2019, where MSMEs contributed 60% of GDP and also contributed 14% to total national exports [7]–[10]. The COVID-19 pandemic caused almost all MSMEs to experience a sales decline of 36.7% due to no sales, while 26% experienced a sales decline of more than 60%. Therefore, MSMEs have a big role in the national economic growth [11]–[14]. According to data obtained from the Ministry of Cooperatives, as many as 163,713 MSME actors (Micro, Small and Medium Enterprises) were affected by the COVID-19 pandemic. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (2020), MSMEs in Indonesia have a very large number, which is an estimated 65 million MSME actors in Indonesia in 2020 [15]–[20].

The rapid development and transmission of the Covid-19 virus has made the government implement the PSBB (Large-Scale Social Restrictions) policy or also known as the new normal which makes people have to adapt to the conditions that occur, but this policy has a direct impact on the activities of MSME actors [21]. This is because MSMEs are usually directly related to buyers or consumers, but because of this policy, it has become an obstacle for MSMEs as well as a challenge to adapt in the new situation for MSMEs [22]–[24]. For this reason, the COVID-19 pandemic has forced MSME actors to think about how to keep their business going and growing during the COVID-19 pandemic or what is called the new normal condition [25].

The development of the digital world during the industrial revolution 4.0 provided benefits for all human activities, including marketing and business activities. A solution for MSMEs to be able to continue to develop and survive in the new normal conditions due to the COVID-19 pandemic is the use of digital utilization [26]–[30]. With the COVID-19 pandemic and the current digital era, MSMEs

are required to be able to prepare themselves in creating new things through the use of new technology [31]. By using digital media or digital use, it can support MSMEs marketing in the realm of branding, sharing, and promotion for a business. One of the means for business owners or MSMEs is the use of social media as one of the ways used to enter the digital market because the restrictions on activities that occur make people use digital technology more than conventional ones [32]–[34].

The number of internet users as a form of technological development is very influential in the economic world at this time, especially business opportunities for business actors and MSMEs due to the convenience it gets [35]–[37]. Utilization of social media in digital marketing could be implemented by the use of the Instagram platform as one of the social media used by MSMEs [8]–[10], [38]. It has been proven that Instagram is able to increase consumer brand awareness. In addition to using social media, business actors or MSMEs can also use marketplace or e-commerce such as Shopee as an online marketing tool to develop and maintain their business [3], [38], [39]. Based on the Kadata Insight Center (KIC), that 77% of MSMEs assess that the marketplace has a fairly important role for product marketing, so that MSMEs can survive during the current COVID-19 pandemic [7], [40]–[44]. The number of businesses in Indonesia, 99%, majority are dominated by MSMEs, where as previously stated, 64.2 million business actors and 37 million MSMEs in Indonesia are managed by women [45]. It can be said that women also have a big role in national development in the economic field in particular. With the development of technology, it becomes a challenge for women as business actors or MSMEs as they are required to be ready to face various rapid dynamic changes. However, the lack of understanding of MSMEs towards digital marketing and the use of social media is a problem for MSMEs. As many as 13% of MSMEs in Indonesia have just taken advantage of the digital market based on data obtained from Bank Indonesia.

This challenge was felt by one of the MSMEs, namely Anne Klappertaart, which is a home-based business that was established in 2018 and is engaged in the food sector. Mrs. Anne as the perpetrator or owner of MSME Anne Klappertaart from Tangerang admitted that sales from her business were only through her closest relatives and colleagues and no further marketing process was carried out for her business. Mrs. Anne also admitted that it was difficult to do digital activation for her business because she did not really understand the use of information and communication technology. However, there is hope for Mrs. Anne to be able to use information and communication technology better. Seeing this situation, we as students are moved to contribute efforts as a form of community service to help Mrs. Anne as an MSME actor to advance her business. Through this effort, we also hope that Anne Klappertaart's MSMEs in the future can participate in efforts to recover the Indonesian economic sector.

2. Method

Method in this activity is carried out by providing assistance, explanations, and direct practice of making e-commerce or social media activations. This method lasts for 7 days.

a. Planning

Our plan of activities:

1. Making brand guidelines that are used as instruction to clearly display brand identity.
2. Create design templates for posts on Instagram in the form of feeds and how to use them.
3. Activate shopee accounts along with sufficient tutorials for using shopee accounts.
4. Suggest using Instagram Ads to expand reach.

b. Implementation

For a period of 7 days we have created a Whatsapp group with MSME owners to facilitate communication. The activities we carry out are:

1. Coordination with MSME owners regarding brand guidelines which already contain logos, logo mockups, color palettes, fonts, elements, product photo moodboards, and visual design moodboards that will later be presented to MSME actors (Mrs. Anne).

2. Posting Instagram feeds and stories according to the design theme that is already in the brand guidelines.
 3. Shopee account activation along with video tutorials on how to use it.
 4. Explains the use of Instagram ads in the form of video tutorials that are shown to MSME actors (Mrs. Anne).
- c. Evaluation

After carrying out the implementation stage, there was an evaluation from MSME actors (Mrs. Anne), namely

1. A change in the logo or a revision. Mrs. Anne asked to add the word "homemade" to the logo that we had made, she wanted the product to stick with the homemade title and be a fresher product.
2. MSME actor (Ms. Anne) admitted that she had difficulty using the shopee platform, from this evaluation we made a video tutorial on how to use it and save it in a google drive folder so that it can be accessed by her anytime and anywhere.

The rest of the SMEs (Mrs. Anne) have agreed to the plans made by our group.

3. Results and Discussion

The output of this activity is divided into two. Namely the implementation stage and the sustainability stage. The implementation of sustainability activities and preparations is carried out in a span of two weeks starting from January 18, 2022 to February 1, 2022. Several programs which have been prepared to support the empowerment of MSMEs Anne Klappertaart are as follows.

a. Preparation of Brand Guidelines

It is felt that its presence is important for MSMEs, brand guidelines are one of the things that MSMEs Anne Klappertaart does not yet have. brand guideline is important because it functions as the identity of MSMEs themselves. brand guideline compiled consist of a logo, logo explanation, color palette, fonts, moodboards, both product photos and designs, moodboard elements, as well as mockups for the implementation of the brand guidelines themselves.



Fig. 1. Brand guideline

b. Instagram Social Media Activation

Anne Klappertaart already has an Instagram account before. However, the content owned is only limited to product photos. There is no complete information about the product or SMEs themselves. Therefore, the Instagram social media activation stage is carried out. This activity includes social media activation activities such as consistently posting content, tidying up the profile display, adding information that consumers feel is needed, and applying brand guidelines to every existing post.

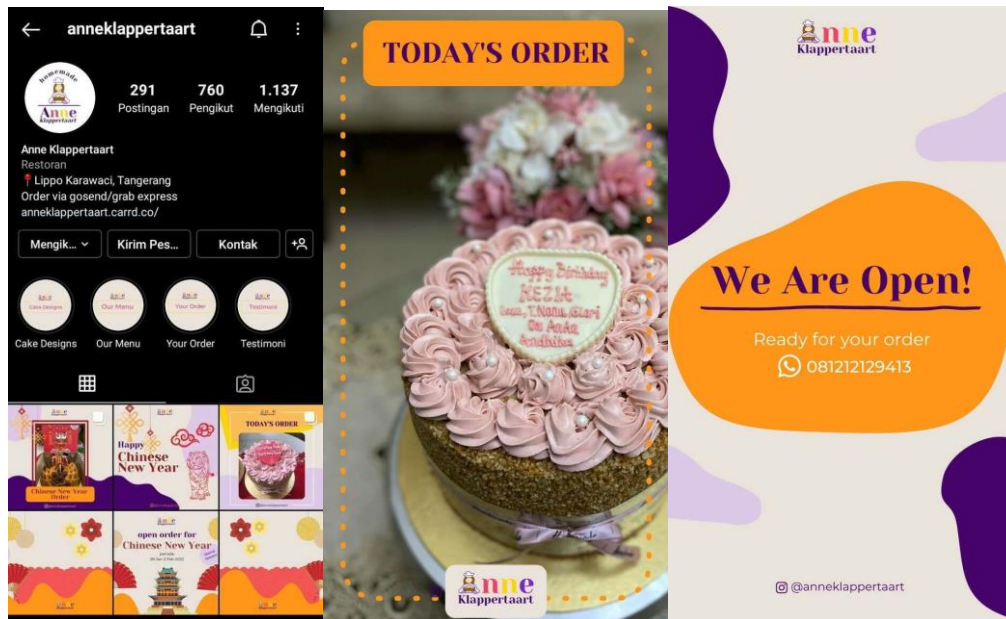


Fig. 2. Instagram activation

c. Shopee e-commerce activation

In an effort to expand a wider market share, MSME Anne Klappertaart tries to expand sales through e-commerce. Shopee was chosen as an e-commerce because it has features that make it easier for both customers and sellers to place food orders. MSME Anne Klappertaart can use features such as pre-orders and delivery options within the city using Go-Send. This feature is necessary because the products offered by Anne Klappertaart are food products that are prone to damage, so they require certain handling in terms of shipping.

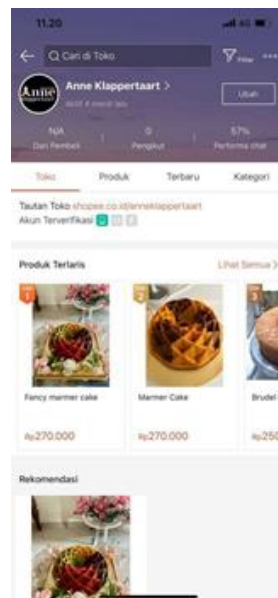


Fig. 3. E-commerce activation

d. Suggestions for Using Instagram Ads

The activities that we carry out do not last long. At the marketing stage, Anne Klappertaart's MSMEs clearly need further handling of what we have done. There needs to be special handling in terms of marketing Anne Klappertaart's MSME products. However, we recommend Anne Klappertaart's MSMEs to do Instagram Ads. That is a feature provided by Instagram where MSMEs can expand awareness of selected Instagram audiences towards the MSME brand Anne Klappertaart.

e. Making Google Drive

All outputs produced by the group have been entered into google drive which can be directly accessed by Mrs. Anne. The output is in the form of brand guidelines, post templates, video tutorials, and others. Initially, this Google Drive was created with the aim of accommodating photos of products that the group would create content for during the activity.

4. Conclusion

The KKN-PPM activities that have been carried out for approximately two weeks can be considered successful. The main problem for MSME owners is about managing digital marketing and our group has succeeded in developing MSME-owned social media and activating the Shopee platform as a means of selling social media interface fresh to attract more customers. The group also succeeded in making brand guidelines MSME guide for advancing content creation in the future to make it more presentable and focused. In addition, MSME Anne Klappertaart can start selling using the Shopee application which is already active and increase sales in the future. After carrying out the activity, the group also made several video tutorials on using templates, using shopee accounts, and Instagram ADS. The group hopes that all the activities and knowledge that have been provided can be useful for Anne Klappertaart's UMKM in the future in order to develop business, especially in the use of digital marketing.

Acknowledgment

Acknowledgements to KKN-PPM Integratif Hybrid Universitas Padjadjaran 2022 and MSME Anne Klappertaart.

Author Contribution

The KKN-PPM team helped optimize the digital activation of social media and e-commerce platforms from MSMEs. The KKN-PPM team also explained the use of content that had been planned and created.

Funding

Special thanks to the internal funder for community service from the Universitas Padjadjaran.

Conflict of Interest

The authors declare no conflict of interest.

References

- [1] P. Vitasari, D. Gustopo, S. A. Sari, and T. Herawan, "Fishbone Diagram to Evaluate Causal Factors Affecting of Workload among MSMEs Employees during Covid-19 Pandemic," *Qual. - Access to Success*, vol. 23, no. 187, pp. 192–199, Apr. 2022.
- [2] M. Sarma, S. Septiani, and M. Nanere, "The Role of Entrepreneurial Marketing in the Indonesian Agro-Based Industry Cluster to Face the ASEAN Economic Community," *Sustainability*, vol. 14, no. 10, p. 6163, May 2022.
- [3] I. G. A. Purnamawati, F. Jie, P. C. Hong, and G. A. Yuniarta, "Analysis of Maximization Strategy Intangible Assets through the Speed of Innovation on Knowledge-Driven Business Performance Improvement," *Economies*, vol. 10, no. 6, p. 149, Jun. 2022.
- [4] I. Koeswahyono, D. P. Maharani, and A. Liemanto, "Legal breakthrough of the Indonesian job creation law for ease, protection, and empowerment of MSMEs during the COVID-19 pandemic," *Cogent Soc. Sci.*, vol. 8, no. 1, Dec. 2022.
- [5] M. Shafi, J. Liu, and W. Ren, "Impact of COVID-19 pandemic on micro, small, and medium-sized Enterprises operating in Pakistan," *Res. Glob.*, vol. 2, p. 100018, Dec. 2020.
- [6] Z. Hu, "China's Blacklist System under the Covid-19 Precautionary Lockdown Regime," *Postdigital Sci. Educ.*, vol. 2, no. 3, pp. 633–638, Oct. 2020.
- [7] V. Segura-Duque, G. García-Acosta, L. Peñuela-Delgado, and K. Lange-Morales, "Towards strategic design: the experience of two Colombian MSMEs," *Strateg. Des. Res. J.*, vol. 13, no. 3, pp. 460–473, Dec. 2020.

- [8] N. Amah, N. W. Rustiarini, and A. A. Hatmawan, "Tax Compliance Option during the Pandemic: Moral, Sanction, and Tax Relaxation (Case Study of Indonesian MSMEs Taxpayers)," *Rev. Appl. Socio-Economic Res.*, vol. 22, no. 2, pp. 21–36, Dec. 2021.
- [9] B. Bhandari, S. Gupta, A. K. Sahu, and K. S. Urs, "Business sentiments during India's national lockdown: Lessons for second and potential third wave," *Indian Econ. Rev.*, vol. 56, no. 2, pp. 335–350, Dec. 2021.
- [10] R. E. Caraka et al., "Micro, Small, and Medium Enterprises' Business Vulnerability Cluster in Indonesia: An Analysis Using Optimized Fuzzy Geodemographic Clustering," *Sustainability*, vol. 13, no. 14, p. 7807, Jul. 2021.
- [11] A. K. Sharma, "Implications of Policy Initiatives for MSMEs amid Economic Disruptions Caused by COVID-19," *Vikalpa J. Decis. Makers*, vol. 47, no. 1, pp. 7–18, Mar. 2022.
- [12] D. Prajapati, S. Agarwal, and Q. Murtaza, "Impact of covid-19 on sustainability enablers and evaluation of performance index," *Mater. Today Proc.*, Jan. 2022.
- [13] M. R. Hossain, F. Akhter, and M. M. Sultana, "SMEs in Covid-19 Crisis and Combating strategies: A Systematic Literature Review (SLR) and A Case from Emerging Economy," *Oper. Res. Perspect.*, p. 100222, Jan. 2022.
- [14] M. Suguna, B. Shah, B. U. Sivakami, and M. Suresh, "Factors affecting repurposing operations in Micro Small and Medium Enterprises during Covid-19 emergency," *Oper. Manag. Res.*, no. 0123456789, May 2022.
- [15] P. Hardiningsih, C. Srimindarti, A. Alfasadun, and A. Lisiantara, "Liquidity Assistance on MSMEs' Growth in the Time of Covid-19: Empirical Evidence of MSMEs in Indonesia," *Qual. - Access to Success*, vol. 23, no. 186, pp. 37–44, Feb. 2022.
- [16] S. C. Eze, V. C. A. Chinedu-Eze, and H. O. Awa, "Key Success Factors (KSFs) Underlying the Adoption of Social Media Marketing Technology," *SAGE Open*, vol. 11, no. 2, p. 215824402110066, Apr. 2021.
- [17] P. Maheshwari, S. Kamble, A. Pundir, A. Belhadi, N. O. Ndubisi, and S. Tiwari, "Internet of things for perishable inventory management systems: an application and managerial insights for micro, small and medium enterprises," *Ann. Oper. Res.*, Oct. 2021.
- [18] M. Md Husin and R. Haron, "Micro, small and medium enterprises' competitiveness and micro- takāful adoption," *ISRA Int. J. Islam. Financ.*, vol. 12, no. 3, pp. 367–380, Nov. 2020.
- [19] D. Gupta, "Think 'Big': Strategizing Post-colonial Revival in India," *Indian J. Labour Econ.*, vol. 63, no. S1, pp. 145–150, Oct. 2020.
- [20] H. H. Kore, S. Koul, and R. Verma, "Indian MSMEs—Review of Dynamic Capabilities with Lean Production," *Int. J. Oper. Quant. Manag.*, vol. 27, no. 4, p. 361, Jan. 2022.
- [21] V. Gandhi, P. Paija, T. Joshi, J. Vekariya, P. Zaveri, and V. N. Patel, "A Framework to Create Employability Skills for Small and Medium Scale Industry," *J. Eng. Educ. Transform.*, vol. 34, no. Special Issue, pp. 628–632, Jan. 2021.
- [22] M. Rita, N. Widi, and K. Budi, "Peer-to-Peer lending, financial bootstrapping and government support: The role of innovation mediation on MSME performance," *Ekon. horizonti*, vol. 23, no. 3, pp. 247–261, 2021.
- [23] K. O. Deyganto, "The effect of tax incentives practices on the sustainability of micro, small and medium enterprises in Ethiopia during the outbreak of corona virus pandemic," *J. Innov. Entrep.*, vol. 11, no. 1, p. 8, Dec. 2022.
- [24] F. Fauzi, D. Antoni, and E. Suwarni, "Mapping potential sectors based on financial and digital literacy of women entrepreneurs: A study of the developing economy," *J. Gov. Regul.*, vol. 10, no. 2, special issue, pp. 318–327, Jun. 2021.
- [25] L. Primantari, R. A. Trihatmoko, and T. Handoko, "Branding of products as a region and country icon: Governance and entrepreneurship in the textile industry," *J. Gov. Regul.*, vol. 11, no. 2, pp. 50–61, Apr. 2022.
- [26] R. Nagaraj and V. Vaibhav, "Revising the Definition of MSMEs: Who is Likely to Benefit From it?," *Indian J. Labour Econ.*, vol. 63, no. S1, pp. 119–126, Oct. 2020.
- [27] B. Tjahjadi, N. Soewarno, H. Hariyati, L. N. Nafidah, N. Kustiningsih, and V. Nadyaningrum, "The Role of Green Innovation between Green Market Orientation and Business Performance: Its Implication for Open Innovation," *J. Open Innov. Technol. Mark. Complex.*, vol. 6, no. 4, p. 173, Dec. 2020.
- [28] S. Afnarius, M. Syukur, E. G. Ekaputra, Y. Parawita, and R. Darman, "Development of GIS for Buildings in the Customary Village of Minangkabau Koto Gadang, West Sumatra, Indonesia," *ISPRS Int. J. Geo-Information*, vol. 9, no. 6, p. 365, Jun. 2020.

- [29] A. Chłoń-Domińczak, A. Fiedukowicz, and R. Olszewski, "Geographical and Economic Factors Affecting the Spatial Distribution of Micro, Small, and Medium Enterprises: An Empirical Study of The Kujawsko-Pomorskie Region in Poland," *ISPRS Int. J. Geo-Information*, vol. 9, no. 7, p. 426, Jul. 2020.
- [30] M. F. L. Solina, "Assessment of Business Environment of Women Involved in Micro, Small, and Medium Enterprises (MSMEs) in The Philippines: A Comparative Study with Select ASEAN Countries," *JAS (Journal ASEAN Stud.)*, vol. 8, no. 2, pp. 191–211, Jan. 2021.
- [31] A. Gui, Y. Fernando, M. S. Shaharudin, M. Mokhtar, I. G. M. Karmawan, and - Suryanto, "Cloud Computing Adoption Using TOE Framework for Indonesia's Micro Small Medium Enterprises," *JOIV Int. J. Informatics Vis.*, vol. 4, no. 4, p. 237, Dec. 2020.
- [32] N. P. N. Anggraini, N. N. K. Yasa, I. G. A. K. Giantari, and N. W. Ekawat, "The impact of SNS marketing use on women entrepreneurs in the new normal era," *Int. J. Data Netw. Sci.*, vol. 6, no. 3, pp. 769–778, 2022.
- [33] K. Utami, "Analysis of MSMEs Interest in Services Banking, Fintech and Cooperative," *Qual. - Access to Success*, vol. 23, no. 187, pp. 213–221, Apr. 2022.
- [34] J. O. Aseto et al., "Promotion and Uptake of Sustainable Consumption and Production (SCP) Practices among Kenyan MSMEs: Key Learnings," *Sustainability*, vol. 14, no. 6, p. 3207, Mar. 2022.
- [35] S. Qamar, M. Ahmad, B. Oryani, and Q. Zhang, "Solar energy technology adoption and diffusion by micro, small, and medium enterprises: sustainable energy for climate change mitigation," *Environ. Sci. Pollut. Res.*, vol. 29, no. 32, pp. 49385–49403, Jul. 2022.
- [36] I. M. Wardana, I. P. G. Sukaatmadja, and M. Setini, "Formulation of Business Strategies to Improve Business Performance by SWOT and SQSPM Approach in Era Pandemic: A Study on Culinary MSMEs," *Qual. - Access to Success*, vol. 23, no. 188, pp. 47–55, Jan. 2022.
- [37] K. Rajamani, N. Akbar Jan, A. K. Subramani, and A. Nirmal Raj, "Access to Finance: Challenges Faced by Micro, Small, and Medium Enterprises in India," *Eng. Econ.*, vol. 33, no. 1, pp. 73–85, Feb. 2022.
- [38] E. E. García-Salirrosas and Á. Acevedo-Duque, "PERVAINCONSA Scale to Measure the Consumer Behavior of Online Stores of MSMEs Engaged in the Sale of Clothing," *Sustainability*, vol. 14, no. 5, p. 2638, Feb. 2022.
- [39] T. J. Hernández-Gracia and D. Duana-Avila, "Discourse on Entrepreneurial Orientation in Hidalgo State, Mexico," *Sustainability*, vol. 14, no. 6, p. 3205, Mar. 2022.
- [40] M. I. Purba, D. C. Y. Simanjutak, Y. N. Malau, W. Sholihat, and E. A. Ahmadi, "The effect of digital marketing and e-commerce on financial performance and business sustainability of MSMEs during COVID-19 pandemic in Indonesia," *Int. J. Data Netw. Sci.*, vol. 5, no. 3, pp. 275–282, 2021.
- [41] D. Kim, "Visualizing the regional patterns of two crises: The COVID-19 outbreak and decreasing MSME sales during three different phases of 2020 in Korea," *Environ. Plan. A Econ. Sp.*, vol. 53, no. 7, pp. 1591–1593, Oct. 2021.
- [42] N. A. Saad, S. Elgazzar, and S. Mlaker Kac, "Investigating the Impact of Resilience, Responsiveness, and Quality on Customer Loyalty of MSMEs: Empirical Evidence," *Sustainability*, vol. 14, no. 9, p. 5011, Apr. 2022.
- [43] L. J. Cueto, A. F. D. Frisnedi, R. B. Collera, K. I. T. Batac, and C. B. Agaton, "Digital Innovations in MSMEs during Economic Disruptions: Experiences and Challenges of Young Entrepreneurs," *Adm. Sci.*, vol. 12, no. 1, p. 8, Jan. 2022.
- [44] E. Purwaningsih, M. Muslikh, and S. Suhaeri, "Innovation and supply chain orientation concerns toward job creation law in micro, small, and medium enterprises export-oriented products," *Uncertain Supply Chain Manag.*, vol. 10, no. 1, pp. 69–82, 2022.
- [45] L. Purwanti and D. S. A. Fatmawati, "The Meaning of Financial Accounting Standards for Micro, Small and Medium Entities (SAK EMKM) During The Covid-19 Pandemic," *Stud. Appl. Econ.*, vol. 39, no. 12, pp. 1–12, Nov. 2021