

Help the village through a human resource development program in Grinting Village, Bulakamba District, Brebes Regency

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ABSTRACT

Human resources and competitiveness were the most important components in preparing the people of Grinting Village, Bulakamba District, Brebes Regency, and Central Java to compete in today's globalization era. The community service activity aimed to produce better human resources in Grinting Village so that they could manage existing produce and culture independently and became a source of community independence. The community service activity program was carried out involving the village community to develop various community capabilities in managing villages that are capable of adapting to changing times according to the acceleration of information technology as it is today. Various community activities have been carried out, initiated by the University of Muhammadiyah Yogyakarta. The participants were enthusiastic, and the program was successful in encouraging the community to develop the ability to manage Grinting Village's potential.

KEYWORDS

Superior Human Resources;
Grinting Intepreneur Village;
Moringa Leaves;
Jam'iyyah Islamiyyah Grinting



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1. Introduction

Community service activities involve the community with an engagement approach built directly in an area over a certain time and whose target is to encourage behavior change towards a developed and independent society. This activity is a form of implementation of the third point of the Tri Dharma of Higher Education, which is community service. Universitas Muhammadiyah Yogyakarta, one of the universities in Indonesia, participates in carrying out this service to encourage the community to be developed and independent through appropriate, on-target, and beneficial activities. The service carried out by the University of Muhammadiyah Yogyakarta in February 2022 served more than 200 service groups spread across various regions in the provinces of D.I. Yogyakarta and Central Java. One of the villages that became partners in this service was Grinting Village, Bulakamba District, Brebes Regency, Central Java. Grinting Village is dominant for the cultivation of Moringa leaves or Moringa Oleifera, the basic ingredients for MSMEs' products made from Moringa leaf chips in Grinting Village, which have a myriad of benefits.

This community service reviewed research on micro, small, and medium enterprises (MSMEs) to address the issues. Ibrahim [1] investigated the moderating role of financial accessibility in the relationship between resource competence, entrepreneurial leadership, good governance, and the performance of micro, small, and medium enterprises in Batam, Indonesia. COVID-19 had an impact on the majority of businesses. Gupta [2] developed a post-colonial awakening strategy in India with his "Think Big" theory. Chinelato [3] researched Brazilian exports. Good and service tax applies to businesses, including micro and small businesses. It burdens the microbusiness due to its small capital and income. Hence, Beemabai [4] explored the impact of Goods and Services Tax (GST) on MSMEs in India. Lee [5] studied Regional Economic Resilience to COVID-19 Shocks on Sales Revenues of Micro, Small, and Medium Enterprises in South Korea. Businesses have to have a competitive spirit to compete and win the market. Md. Husin [6] wrote about the competitiveness of micro, small, and medium

enterprises and the adoption of micro-tasking. Machado [7] analyzed the barriers and enablers to Industry 4.0 integration and its sustainability in MSMEs' supply chains. Huang [8] explored the case of Peru in Evaluating the Factors Affecting the Application of Industrial Technology 4.0 in Manufacturing MSMEs. Angeles studied MSMEs in Mexico to characterize organizational life cycles through strategic and structural flexibility [9]. The financial structure of technology-based companies is essential, as researched by Guercio [10].

Some crucial elements in MSME are peer-to-peer lending, financial bootstrapping, and government support, as written in Rita's [11] research on the role of innovation mediation on MSME performance. Verma [12] implemented the 5S Framework and Barriers through interpretive structure modeling in micro, small, and medium enterprises. Chabossou [13] analyzed COVID-19 and the performance of Benin's exporting companies. The Study of Michoacán Company Competitiveness and the Variables Affecting It is the application of Beatriz's [14] Theory of Forgotten Effects. Córdova León [15] researched the concentration and business inclusion strategy. Rosca [16] included the supply chain at the bottom of the market pyramid. Deshmukh [17] used the SAP-LAP-Twitter analytic perspective to review Goods and Services Tax (GST) implementation in India. China's black list system under the COVID-19 preventive lockdown regime was examined by Hu [18]. Burchi [19, 20] investigated the impact of financial literacy on sustainable entrepreneurship and the integrated financing model in Islamic microfinance institutions for the agriculture and fisheries sectors.

Therefore, apart from the fact that there are various benefits, in Grinting village, there are micro, small, and medium enterprises (MSMEs) that develop Moringa leaf products into typical foods of local villages. Moringa leaves are processed and made into various delicious food products. The foods processed from Moringa leaves are Moringa leaf chips, Moringa leaf tea, and Moringa leaf cakes. There are also many other micro, small, and medium enterprises (MSMEs) apart from Moringa leaf MSME. The inability to manage online marketing in its implementation is a typical issue. Micro, small, and medium-sized enterprises (MSMEs) in Grinting Village have not been able to utilize digital-based marketing methods. Because the majority of MSME players continue to use offline marketing methods, the scope of marketing their products is not as broad as online marketing. Therefore, this service activity specifically aims to assist in the development of online marketing for micro, small, and medium enterprises (MSMEs) among the community of Grinting Village according to prioritizing the development of marketing products for micro, small, and medium enterprises (MSMEs) through digital marketing.

The program's contributions are as follows: 1) multiplying Moringa leaf plants by utilizing vacant land owned by residents and increasing community cohesion through Moringa leaf planting; and 2) utilizing digital marketing for MSME development to broaden the expansion area. The service activity was carried out in January 2022, involving the micro, small, and medium enterprise communities (MSMEs) and participants from the Grinting Village Community Learning Activity Center, Bulakamba District, Brebes Regency, Central Java Province.

2. Method

Seminars and discussions were used for implementing digital marketing socialization. [21][22][23][24]. Seminar is an activity that combines language with a predetermined theme. The program's implementation was carried out by presenting digital marketing material to the public, particularly micro, small, and medium enterprises (MSMEs) in Grinting Village. [25][26][27][28]. It was begun with a question-and-answer session between the speaker and the participants about the material presented. The demonstration was essentially a briefing activity that included the development of procedures and examples of how to use digital marketing platforms such as Sirlo. id and Tik-Tok.

The first implementation method was field observation carried out by the service team from December 13 to December 14, 2021. Observations and interviews were performed with micro, small, and medium enterprises (MSMEs) students of the Grinting Community Learning Center about what can be helped for the development of digital marketing as a medium for developing micro, small, and medium enterprises (MSMEs) [29][30][31][32]. The second observation was carried out on January 8, 2022, to finalize and re-discuss the technical implementation. On January 20, 2022, the University of

Muhammadiyah Yogyakarta and the Head of Grinting Village, Mr. Suhartono, S.H, M.H., signed a service cooperation agreement.

3. Program socialization and Training on Digital Marketing

3.1. Digital Marketing Practices

Digital marketing socialization is one of the main work programs that aim to introduce micro, small, and medium enterprises (MSMEs) to digital marketing and optimize its use as a strategy to advance MSMEs' marketing in Indonesia. Figure 1 depicts the socialization of digital marketing to the village representatives. Digital marketing socialization is more focused on delivering content about the benefits of and how to use digital marketing, particularly in product MSMEs.



Fig. 1. Socialization of Digital Marketing

The growing number of online shoppers who use digital devices has pushed businesses to compete to create the most effective online advertisements for their target audience. Figure 2 depicts some of the Grinting village residents receiving digital marketing training. Some businesses base their advertisements on the functional and instrumental benefits of the products they promote (for example, utilitarian banners), whereas others emphasize the experiential, personal, and emotional benefits of purchasing their products (i.e., hedonic banners).



Fig. 2. Digital Marketing Training

3.2. Moringa plant planting

Moringa plant planting is a village assistance program in Grinting Village, shown in Figure 3, intending to propagate raw materials for MSMEs products made from Moringa leaves. According to the figure, moringa plant planting activity is also expected to be one way to strengthen relationships among community members and to preserve Grinting Village's environment. The implementation method carried out at the time of planting is the method of mutual cooperation or working together [33]–[36]. Moringa trees were planted at several points on the roadside of Grinting Village.



Fig. 3. Moringa plant planting

3.3 Human resource development auxiliary program

a. Qur'an Education Schools

Several Al-Quran Education Schools in Grinting Village have quite a large number of members or students. The team participated in the school programs to help children improve their learning by listening to the readings of each child who reads the Qur'an and teaching them how to read correctly. Not only helped in reading the Qur'an, but the team members also helped in writing and telling stories about the meaning of short surahs, daily prayers, or stories about prophets or angels. Figure 4 show a student is reading the Qur'an.

b. Social Work

The purpose of the service work was to work together, through cooperation, to clean the environment of the Al-Islam Mosque and the service post and participate in Pancasila Youth activities in Grinting Village. The auxiliary work program was routinely carried out to increase awareness among others about the importance of cleanliness, maintaining cleanliness, and environmental comfort, as well as strengthening the relationship between the service team as a representative of the University of Muhammadiyah Yogyakarta and the people of Grinting Village, Bulakaamba District, Brebes Regency, Central Java. The work is shown in Figure 5.

c. Assistance in Village Office

The community team members discussed and assisted in village administration (correspondence and other related works). The mentoring program at the Grinting Village office was one of the programs implemented to assist with activities and services at the Grinting Village office. Figure 6 shows one

community member assisting the village office with its work. The program aimed to help and expedite administrative service activities for the people of Grinting Village.



Fig. 4. Quran Education Schools



Fig. 5. Social work team

d. Expression Stage

The expression stage was a competition for the children of Grinting village, with each competition having a time limit. A cracker-eating competition, balloon breaks in pairs, and a flour relay were part of the expression stage. During the implementation of this program, the children were very enthusiastic about participating in the competition. It was made as attractive as possible, along with various prizes for children.

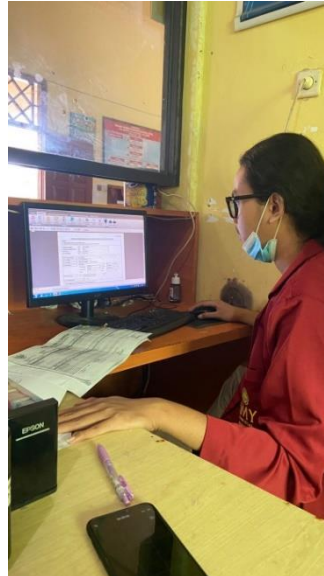


Fig. 6. IT assistance in local governance office

4. Conclusion

Muhammadiyah University Yogyakarta's community service activities in Grinting Village have been completed without a hitch. Its activity comprises the main and auxiliary activities. Socialization about digital marketing aims to increase the community's attractiveness to digital marketing, particularly among the people of Grinting Village. It is also expected to improve the quality of marketing MSME products. Moringa leaves are considered a superfood due to their numerous health benefits. Planting Moringa plants aims to multiply the number of Moringa plants used as raw materials to produce Moringa leaf products for sale or consumption by villagers. Quran Education Schools assist children in improving their understanding of good and correct Quran reading procedures and training in writing Arabic and the memorization of daily prayers.

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Author Contribution

The contribution of the program are: 1) Increasing Moringa leaf plants by utilizing vacant land owned by residents / weed land and increasing community cohesion through moringa leaf planting activities, and 2) It is hoped that after this service activity, micro, small and medium enterprises (MSMEs) will be able to take advantage of digital marketing for the development of MSMEs so that the expansion area is wider..

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Conflict of Interest

The authors declare no conflict of interest.

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