

INCREASING THE ONLINE SKILLS OF MSME PLAYERS THROUGH MARKETPLACE WORKSHOPS IN KENTENG VILLAGE, PURWANTORO DISTRICT

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Abstract: *Marketplace is an application that connects sellers and buyers in online cyberspace transactions. Already using the marketplace was a business strategy in the business world, considering complex problems, increasing competitors, and demands to keep up with global developments that demand always being creative and innovative. In this digitalization era, marketplaces have a very important role for MSME players in boosting marketing, increasing online sales turnover for branding, and increasing market accessibility to expand market reach easily and quickly. However, the problem that has occurred is that there are still many MSME players who are reluctant to jump into digital platforms. It was due to the difficulty of accessing the marketplace. It has also happened in Kenteng Village, where the majority of MSME players have not utilized the marketplace to sell products. Therefore, the solution that can be offered is to hold a workshop, "Online Marketplace Skills Improvement for MSME Actors in Kenteng Village", through the ABCD method.*

Keyword: *Marketplace; Online Skills; Workshops.*

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INTRODUCTION

The rapid development of technology and communication has caused changes in various areas of daily life, including the economic field. In the current era of digitalization, electronic media has become one of the mainstay media for communication and business. That also encourages the economic growth of people who develop businesses online. The development of information technology devices makes it easier for every prospective buyer to find the goods they want through their communication devices. Based on data from Digital 2023¹, the number of internet users in Indonesia always increases from year to year. As of January 2022, the number of internet users in Indonesia has reached 202 million users and increased to 213 million users,

¹ We Are Social, *Digital 2023 Global Overview Report*, 2023, https://datareportal.com/reports/digital-2023-global-overview-report?utm_source=DataReportal&utm_medium=Country_Article_Hyperlink&utm_campaign=Digital_2023&utm_term=Indonesia&utm_content=Global_Overview_Link.

where the purpose of internet use is 49.5% of all internet users is to search for products and brands. Therefore, online business is a very promising opportunity to be developed by MSME players. With the advantages of information technology, it should be utilized by MSME players in order to achieve optimal profits. MSME players can take advantage of various kinds of information technology media to promote and increase sales of their products, one of which is through social media. Each social media platform has its different services and features, so an understanding of the strategies used to market products is required. Thus, MSME players need online skills to develop their business through technology and communication devices².

One of the ways digital media makes sales other than social media is through the marketplace. Marketplace is a platform that offers numerous sellers' products and services that clients can buy³. Various popular online marketplace platforms in Indonesia include Tokopedia, Shopee, Bukalapak, Lazada, and Blibli⁴. From Digital 2023, as of January 2023, it can be seen that the number of visitors to the Shopee page has reached 165 million visitors, and Tokopedia has reached 141 million visitors⁵. Internet users always increase from year to year, so it can be concluded that the marketplace is one of the digital media that has great potential for carrying out online buying and selling.

Kenteng Village, Purwatoro District, Wonogiri Regency is a village where most of the people are MSME players who own various products. In marketing products, the majority of MSME players still use conventional methods, namely by participating in exhibitions, being entrusted to stores, and receiving orders at certain times. Thus, the marketing they do is still very limited, so the business they have has not developed optimally. In research conducted by Artaya and Purworusmiadi, the existence of the marketplace turned out to be very helpful for small businesses in six districts in East Java, namely Sidoarjo, Mojokerto, Lumajang, Malang, Tuban, and Pasuruan⁶. The results of research conducted by Andika et al. show that the Shopee marketplace platform has various features that have an effective impact on consumers' online shopping⁷. The digital marketing literacy workshop (WA, IG, Youtube and Shopee) conducted in Jatirejo Village, Yogyakarta Special Region, showed results that could build inspiration for MSME

² Adhitya Yoga Prasetya, Sugiharti, and Zati Rizka Fadhila, "Pemanfaatan Media Sosial Dalam Upaya Meningkatkan Penjualan Produk Umkm Desa Boja," *Jurnal Budimas* 03, no. 01 (2021): 102–108.

³ Arkadiusz Kawa and Magdalena Walęsiak, "Marketplace as a Key Actor in E-Commerce Value Networks," *Logforum* 15, no. 4 (2019): 521–529.

⁴ Selfi Anggriani Saputri et al., "Peran Marketplace Dalam Meningkatkan Daya Saing Umkm Di Indonesia," *Knowledge: Jurnal Inovasi Hasil Penelitian Dan Pengembangan* 3, No. 1 (2023): 69–75.

⁵ We Are Social, *Digital 2023 Global Overview Report*.

⁶ I Putu Artaya and Tubagus Purworusmiardi, "Efektifitas Marketplace Dalam Meningkatkan Konsentrasi," *Ekonomi Dan Bisnis, Universitas Narotama Surabaya*, no. April (2019): 1–10.

⁷ Dkk Andika, "Efektivitas Marketplace Shopee Sebagai Marketplace Belanja Online Yang Paling Disukai Mahasiswa," *Journal of Education and Technology* 1, no. 1 (2021): 24–29.

actors there even amid poor internet facilities⁸. Thus, it can be concluded that marketplace training for MSME players is quite effective in improving their digital skills.

In the research conducted by Syakoer et al., it is quite difficult to quantitatively identify how much contribution and economic added value is obtained from the process of digitizing MSMEs in Central Java⁹. Based on previous similar research, the drawback of community service activities like this is the lack of ongoing assistance so that the social media and marketplaces they already have can continue to be developed as a good and efficient means of product promotion and marketing in the future¹⁰. Based on the gap research, this study will condition the involvement of Karang Taruna youth as a young generation of villages who understand digitalization as volunteers who will continue the mentoring program and Transfumi Guard of the Indonesian Ministry of Cooperatives and MSMEs Wonogiri branch as a trainer for online marketplace training workshops so that in the future there will be economic added value obtained from this digitization process. Based on the problems faced by MSME players in Kenteng Village, Purwantoro District, namely the lack of understanding and skills related to the marketplace in conducting business activities, there are very few MSME players who market their products through social media. Thus, the solution that can be offered to solve these problems is by conducting a workshop on improving the skills of online marketplace MSME players in Kenteng Village, Purwantoro District, Wonogiri Regency, which was carried out by the IAIN Ponorogo Group 12 Community Service Lecture Team.

RESEARCH METHOD

Place

This community service program is carried out in Kenteng Village, Purwantoro District, Wonogiri Regency, Central Java Province. This program has been implemented for one month, starting from July 3, 2023, to August 9, 2023.

Data

Primary data were obtained from interviews with parties involved in this study. The parties involved in this service research are (1) Supervisors and Community Service Lecture Students as committees and companions in the implementation of online marketplace training workshop

⁸ Tri Winarsih et al., "Pelatihan Literasi Digital Sebagai Pembangkit UMKM Desa Jatirejo," *Community : Jurnal Pengabdian Pada Masyarakat* 2, no. 3 (2022): 127–133.

⁹ Mukaromah Syakoer, Lalu Hendry Yujana, and Kunto Nugroho, "Daya Tahan UMKM di Era Tatanan Baru Dan Disrupsi Digital Jawa Tengah," *Economic Education and Entrepreneurship Journal* 5, no. 2 (2022): 251–264.

¹⁰ Inggit Fatika et al., "Peningkatan Pasar UMKM Di Desa Purwosari Kabupaten Wonogiri Melalui Pelatihan Promosi Pada Media Sosial Dan Marketplace," *Januari* 1, no. 1 (2023): 36–44.

programs; (2) Transfumi Guard of the Indonesian Ministry of Cooperatives and MSMEs as trainers for online marketplace training workshops; (3) MSME players in Kenteng Village as the target of the training program; and (4) Kenteng Village Government and Karang Taruna Kenteng Village as infrastructure providers and volunteers for further program assistance.

Analysis Data in The Research Method

The method used in writing this article is the ABCD method, usually described as Asset Based Community Development, which is used as a way to deal with existing problems. This method is considered appropriate because the main study is the utilization of the potential and assets owned by the community in that place. Thus, seeing that there are so many MSMEs and their limited knowledge about the world of digital marketing, it is necessary to make an effort to explore the capabilities of MSMEs so they can understand marketing through digital marketing.

Several steps are needed to implement these activities. The first is inculturation or introduction to community service activities. The introduction to all elements of the community and explore all information and potential in Kenteng village. The second is discovery, discovery to reveal information. After the introduction, all the information obtained is summarized and recorded as the beginning of the research material. The third design is knowing assets and identifying opportunities. After summarising all the information and making observations, community service lecture participants determined the potential of Kenteng village, namely the potential of MSME players in the village. The fourth definition is to support the implementation of work programs. The last is reflection, which is a reflection on the work program.

From the results of these observations, digital marketing-based training emerged, which aims to develop and explore the potential and reduce aspects of weaknesses that are analyzed as hindering society's progress.

1. Mentoring Techniques

The empowerment of community assets is carried out using several assistance techniques, including the ABCD approach to the community, namely¹¹ :

a. Appreciative Inquiry (AI)

This mentoring technique involves making changes based on the assumption that the organization can work to become a living, effective, and successful organization by connecting with the community. This technique tends to multiply positivity in the organization and does not analyze the root of the problem and the solution. AI consists of 4

¹¹ Christopher Dureau, "Australian Community Development and Civil Society Strengthening Scheme (ACCESS) Tahap II" (2013): 216.

stages (Destiny, Design, Dream, Discovery) called the 4-D Cycle and is realized with FGD.

b. Community Mapping

Community Mapping is an approach or way to expand access to local knowledge¹². This technique is a depiction of community-based knowledge and perceptions to encourage the exchange of information and equalize opportunities for all members of society to contribute to the process of influencing the environment and their lives. These community members include mothers' organizations, fathers' organizations, citizens' associations, financial assets, natural assets, spiritual or cultural assets and special minority groups¹³.

c. Association Mapping

This technique is an interaction process of forming social institutions that are formed due to the following factors: 1) oriented to predetermined goals; 2) the existence of social relations; and 3) awareness of the same conditions¹⁴.

d. Individual Inventory Skill

This technique is used to map assets with FGDs, interviews, and questionnaires with benefits, namely: (1) Empowering and having solidarity in the community; (2) Assisting in public relations; and (3) Helping identify people's talents and skills.

e. Low Hanging Fruit

After the community knows the strengths, potentials and opportunities by finding area searches, asset mapping, and group or institution mapping and they have built beautiful dreams, the next step is how they can do all the dreams above because of space and time constraints all their dreams can't be realized¹⁵. Priorities are easy ways or actions to identify one of the dreams that can be achieved by utilizing the potential of the community itself measurably¹⁶. After carrying out several stages to find existing assets in Kenteng village and based on various considerations through discussions, the initial decision was made to make MSME players a top priority in service activities.

¹² Sajidin, Andang Saehu, and Asep Sulaeman, *KKN Internasional Di Perguruan Tinggi Agama Islam* (Bandung: Bahasa dan Sastra Arab Fakultas Adab dan Humaniora UIN Sunan Gunung Djati, 2018).

¹³ Nahir Salahudin et al., *Panduan KKN ABCD*, 2015.

¹⁴ Soetomo, *Pembangunan Masyarakat* (Yogyakarta: Pustaka Pelajar, 2019).

¹⁵ Ahmadi, *Pedoman KPM 2023 LAIN Ponorogo* (Ponorogo: IAIN Ponorogo, 2023).

¹⁶ Hawwin Muzakki, "Produksi Kue Brownies Sebagai Upaya Meningkatkan Nilai Ekonomi Singkong Di Krajan Blimbing Dolopo Madiun," *Amalee: Indonesian Journal of Community Research and Engagement* 1, no. 2 (2020): 87–99.

2. Mentoring Stages

The first stage carried out is to organize the story and study Appreciative Inquiry in ABCD with observations and objectives consisting of two key elements, namely taking advantage of the time to introduce some residents that there will be community service activities by researchers and determining the focus on the core program to be carried out. As for this first stage, researchers carry out four important steps, namely: 1) researchers have determined the place of research; 2) determine and run on predetermined programs; 3) determine the goals of MSMEs that are the subject of research; and 4) collect various information about the background of the research taken by the researcher.

The second stage is to discover stories from the past to the present by asking questions to MSME members. This stage consists of (1) Revealing the source of life for MSME players and (2) Examining the strengths and special elements that emerge from the stories told by MSME players.

The third stage is dreaming of the future with positive power in encouraging change by using imagination to realize the positive side they have. The third stage is to help MSMEs in Kenteng Village recognize digital marketing. It will make it easier for MSMEs to market their products.

The fourth stage is mapping assets so that MSME players can perform well with existing skills or resources; then, asset mapping and selection are carried out in two stages, namely mapping assets, talents, competencies, community resources and selection to start achieving agreed community goals.

The fifth stage is connecting and mobilizing MSME players so they can plan goals and mobilize to achieve the vision of the planned stages. At this stage, help Kenteng village MSMEs to determine which program will be the main priority. This program will be implemented by people who are committed to moving together to make their dreams come true.

The sixth stage is conducting learning, monitoring, and evaluating assets with a baseline, as well as monitoring the development and performance of a program using an ABCD-based approach¹⁷. At this stage, researchers assisted MSMEs in Kenteng village in creating accounts on social media such as Shopee and Google Trends. Then, MSMEs are taught how to buy and sell their products through social media.

¹⁷ Ahmadi, *Pedoman KPM 2023 LAIN Ponorogo*.

RESULTS AND DISCUSSION

RESULTS

On July 3, 2023, IAIN Ponorogo students carried out a Community Service Lecture to help with the daily activities of the people of a certain area in various fields of activity. Community Service Study Group 12 students received community service assignments located in Kenteng Village, Purwatoro District, Wonogiri Regency. This community service course is one of the courses that students must take in the seventh semester. Students also carry out community service, which is a direct academic task in the community. By carrying out direct activities in the field, Community Service students are expected to be able to understand various problems in society and apply their knowledge to solve these problems. Direct service in the region will also develop and improve students' abilities in society.

Community service students take several initial steps to carry out this community service activity. It includes carrying out initial observations in Kenteng Village, Purwatoro District. From the results of observations made, field conditions in all areas, such as education, economics, and social. With various considerations, the Community Service students decided to focus Marketplace Digitalization activities on the products of MSME players, with the aim of making the businesses of MSME players develop further in the future because the online skills of MSME players are still quite lacking. Here are the steps:

1. Discovery

The discovery stage is the first stage in the ABCD method, namely by finding the potential that exists in the village. At this stage, the first step taken to discover the potential in the village is to conduct outreach to the community and take part in various activities that already exist in the village. Kenteng Village is one of the villages in Purwatoro District that has great potential. The residents of Kenteng Village have a lot of potential, especially in the economic sector. The majority of the people of Kenteng Village are MSME players with various types of businesses owned. Among the MSMEs in Kenteng Village are typical products of Loro Blonyo statues, tofu, cashews, arts such as statues of guardians, cakes, and many other MSMEs. The MSMEs that are very famous in Kenteng Village are tofu products and Loro Blonyo statues. In fact, Kenteng Village got the nickname of the centre of the tofu industry and the Loro Blonyo statue.

MSME players in Kenteng Village, in terms of marketing their products, can still be categorized as using conventional methods. The majority of MSMEs have not utilized social media as a means to market products. The factors that cause this are that they are not yet able to understand digital marketing and have a lay mindset. However, there are also MSME players who use social media as a means to market their products so that their businesses can develop and the

results achieved are optimal. MSME players who use social media in product marketing are still categorized as minimal, but they are already able to export to Bali. So, it can be said that MSME players in Kenteng Village have not yet used the marketplace to sell products because there are still minimal MSME players who use social media to market their products.

2. Dream

Marketplace is an application that connects sellers and buyers in online transactions in cyberspace. Customers choose a marketplace platform based on a good reputation, low product prices, free shipping, fast delivery, easy return policies, a large selection of payment methods, and so on. The use of the marketplace is a business strategy in the business world. Considering complex problems, increasing competitors, and demands to keep up with the global world requires us always to be creative and innovative. The use of the marketplace itself saves marketing and promotion costs, as well as energy and time spent¹⁸.

In the current era of digitalization, marketplaces have emerged as the main platform for micro, small, and medium enterprises (MSMEs) in Indonesia to increase their income. In this context, MSMEs that want to develop in the digital era must be able to adapt to continuously developing technological advances. MSMEs are one of the business sectors in national economic growth that must be empowered and developed. The role of MSMEs in national development can be realized by using information technology to expand marketing networks.

Marketplaces can play an important role in increasing the competitiveness of MSMEs in Indonesia. MSMEs can increase their sales by using the marketplace. In this era of digitalization, marketplaces have a very important role in facilitating online trade, which allows sellers and buyers to interact and carry out buying and selling transactions online. MSME players can take advantage of the marketplace to boost marketing, increase online sales turnover for branding, and increase market accessibility to expand market reach easily and quickly.

Marketplaces are more popular among consumers when shopping because they provide a large selection of goods at more affordable prices. From the business actor's perspective, the marketplace helps to reach a wider range of buyers. The role of the market for MSMEs also allows sellers to have more time to produce products and improve services, which makes customers feel more satisfied. Sellers can reach consumers more widely without having to have physical stores in various locations. It makes it easier for consumers to get the products they need without having to visit a physical store.

¹⁸ Ivtachul Ma'rifah et al., "Pengaruh Marketplace Dalam Meningkatkan Daya Saing Ekonomi Kreatif Pada Umkm D'Elixir," *Jurnal Revenue : Jurnal Ilmiah Akuntansi* 2, no. 2 (2022): 349–356.

MSMEs can compete with large companies and expand their business opportunities by having easier access to global markets through marketplaces. MSMEs can generate more income, create jobs, and contribute to economic growth by increasing their competitiveness. Thus, it can be said that the market has a very important role in increasing MSMEs competitiveness in the digital era¹⁹. The problem that occurs is that there are still many MSME players who are reluctant to jump into digital platforms. This is due to the difficulty of accessing the marketplace. Among the challenges faced by MSME actors is digital knowledge, where business actors must understand new online features to be able to use, competent human resources, and so on²⁰.



Figure 1. Interview with a Sculpture Craftsman

3. Design

Based on the problems that occurred in Kenteng Village, the sale of products by business actors has not been used in the marketplace. Meanwhile, in the current era of digitalization, the marketplace itself has a very important role in the business world, which can increase business competitiveness, reach a wider market, and increase economic growth in Indonesia, among other important roles. Therefore, the solution that can be offered to overcome these problems is by holding a workshop with the theme "Improving Online Marketplace Skills of MSME players in Kenteng Village, Purwantoro District, Wonogiri Regency".

Based on the problems that occurred in Kenteng Village, the sale of products by business players has not used the marketplace. Meanwhile, in the current era of digitalization, the marketplace itself has a very important role in the business world, which can increase business

¹⁹ Saputri et al., "Peran Marketplace Dalam Meningkatkan Daya Saing Umkm Di Indonesia."

²⁰ Rina Irawati and Irawan Budi Prasetyo, "Pemanfaatan Platform E-Commerce Melalui Marketplace Sebagai Upaya Peningkatan Penjualan Dan Mempertahankan Bisnis Di Masa Pandemi (Studi Pada UMKM Makanan Dan Minuman Di Malang)," *Jurnal Penelitian Manajemen Terapan (PENATARAN)* 6, no. 2 (2021): 114–133.

competitiveness, reach a wider market, and increase economic growth in Indonesia, among other important roles. Therefore, the solution that can be offered to overcome these problems is by holding a workshop with the theme "Improving Online Marketplace Skills of MSME Actors in Kenteng Village, Purwanto District, Wonogiri Regency".

This workshop will be held on July 26, 2023, at the Kenteng Multipurpose Building or Kenteng Village Hall. The speaker in this workshop activity was Mr. Kusbeni Abdullah, S.Kom, who served as the Transfumi Guard of the Ministry of Cooperatives and MSMEs of East Java, Pandu Digital Indonesia. The moderator at this event was Adena Faza Nusantara, a student of IAIN Ponorogo and a member of the Community Service Lecture group 12. The targets in the workshop activities are MSME players in Kenteng Village, including joint ventures, tofu, brownies, cashews, reneging, resolve, tempeh, online shops, rica-rica, frozen food, animal husbandry, cassava chips, and so on. Mr. Village, the head of Kenteng Village, Kenteng Village officials, the mothers of family empowerment and welfare cadres, and field supervisors attended this workshop.

In this workshop, the speaker explained digital marketing and provided an understanding of how MSME players market products through the marketplace. After the resource person explained digital marketing to MSME players, he gave the opportunity to MSME players who were willing to help create a business profile, which was very beneficial for them. This business profile can make products owned by business actors easy for consumers to find. This is because the product brand will appear when consumers search for the product on Google. Apart from that, at the end of the workshop, to deepen the understanding of MSME players regarding the material that has been explained, a question and answer session will be held where those who ask questions will be given door prizes.



Figure 2. Workshop at Kenteng Village Hall

4. Define

The result of the workshop is a science that MSME players apply to run a marketplace business and business profile. In this case, participants of the Community Service Lecture assist in creating marketplaces and business profiles in the hope of making it easier for MSME actors to create these accounts. One of the MSMEs that carried out direct assistance was the brownie business of residents. This direct assistance was carried out in front of all participants. Direct assistance is carried out in creating a verified business profile on Google and creating a Shopee marketplace. This business profile aims to help MSMEs that sell fast food and snacks that cannot last long.

In addition, participants of the Community Service Lecture provided direct assistance in creating a marketplace for MSME players engaged in Loro Blonyo Sculpture Crafts and Carving and Cassava Rengginang businesses. The creation of this marketplace is expected to be able to increase sales of MSME players in the digital era so that it can increase income.



Figure 3. Business Profile Creation



Figure 4. Visit to a Sculpture Craftsman

5. Destiny

The creation of a marketplace and business profile for MSMEs means that students and young people from Karang Taruna carry out monitoring activities in the operation of the market and business profile. In monitoring the marketplace, confusion was found regarding uploading product photos and creating MSME product descriptions. Then, when tracking the business profile, the problem of lack of product reviews and ratings was discovered. This problem is homework for students of the Community Service College and Karang Taruna Youth, so with this, we provide assistance and education regarding this problem so that all MSME players and Karang Taruna Youth understand this problem.

The monitoring activities that have been carried out by Community Service Lecture Students and Karang Taruna Youth aim that when Community Service Lecture students return to Higher Education and have carried out Community Service Lecture assignments, there will be no confusion in the operation of the Market Place. If problems occur, they can be overcome by Karang Taruna Youth and MSME players. With cooperation and synergy between Karang Taruna Youth Youth, MSME players, and Community Service College Students, they are expected to be able to advance businesses that develop in the community, especially Kenteng Village.

DISCUSSION

On July 3, 2023, IAIN Ponorogo students carried out a Community Service Lecture to help with the daily activities of the people of a certain area in various fields of activity. Community Service Study Group 12 students received community service assignments located in Kenteng Village, Purwantoro District, Wonogiri Regency. This community service course is one of the courses that students must take in the seventh semester. Students also carry out community service, which is a direct academic task in the community. By carrying out direct activities in the field, Community Service students are expected to be able to understand various problems in society and apply their knowledge to solve these problems. Direct service in the region will also develop and improve students' abilities in society. With the management of MSMEs, which are the village's assets, it is hoped that the welfare of the village people will increase²¹.

The majority of MSME marketing in Kenteng Village has not used the marketplace. The existence of this marketplace is very helpful and makes it easier for MSME players to sell online²².

²¹ Andrianto, "Peran Pengelolaan Aset Desa : Studi Pada Desa," *Majalah Ekonomi* 23, no. 1411 (2018): 6–9.

²² Nida Putri Rahmayanti, "Pengaruh Marketplace Dan Pembayaran Digital Terhadap Tingkat Penjualan UMKM Di

However, some business owners use the marketplace to market their products. However, this is still minimally done, so it still needs development. The factors that cause the lack of use of the marketplace in selling products in Kenteng Village are that the majority of business owners lack an understanding of digital marketing, lack skills in utilizing marketplace platforms, and a common mindset because, according to them, using the marketplace for product sales is considered complicated. The problems of MSMEs in Indonesia, including the lack of competitiveness in marketing products due to conventional sales, lack of mastery of science, especially information and communication technology (ICT), and the lack of use of marketplaces to support digital marketing, which results in a decrease in sales at the reseller level²³.

Based on the problems that occur, the students of the Community Service Lecture group 12 provide solutions by implementing core work programs, namely marketplace workshops and digital marketing. The implementation of this core work program began with an explanation of material on digital marketing and the marketplace. It is then continued by helping MSME players who want to create a business profile and marketplace. This is so that the product owned can be known to the general public because the product will appear in Google search results and the market if people are looking for similar products.

Research conducted in Banjarmasin City shows that the marketplace has a partial effect on the sales level of MSMEs²⁴. The study conducted by Patiro et al. shows that MSME players' understanding of marketplace platforms is increasing after attending training²⁵. The same thing was also felt by MSME players who participated in the marketplace workshop in Kenteng Village. With new knowledge about the use of digital marketing and the marketplace, it is hoped that it will affect the increase in sales of MSME players in Kenteng Village.

Marketplace can make it easier for MSME business players to run their operations. Through this digital market, business players provide detailed information about the products being traded, such as product information, prices, shipping, and so on²⁶. Therefore, the sustainability of MSME players' use of the marketplace in Kenteng Village is very important. Community Service Lecture students assisted several MSME actors in Kenteng Village after the

Kota Banjarmasin,” *Al-Kalam : Jurnal Komunikasi, Bisnis Dan Manajemen* 10, no. 1 (2023): 28.

²³ Shine Pintor Siolomba Patiro et al., “Peningkatan Pengetahuan Marketplace Pada Pelaku Usaha Mikro Kecil Dan Menengah (UMKM) Dengan Website Education Marketplace,” *Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS)* 6, no. 1 (2023): 12–26.

²⁴ Rahmayanti, “Pengaruh Marketplace Dan Pembayaran Digital Terhadap Tingkat Penjualan UMKM Di Kota Banjarmasin.”

²⁵ Patiro et al., “Peningkatan Pengetahuan Marketplace Pada Pelaku Usaha Mikro Kecil Dan Menengah (UMKM) Dengan Website Education Marketplace.”

²⁶ Rian Frinando and Ketut Artaye, “Pengembangan Aplikasi Marketplace Untuk Usaha Mikro Kecil Menengah (Ukm) Berbasis Android,” *Jurnal Dinamika Informatika* 13, no. 2 (2021): 63–68.

workshop. This assistance is in collaboration with the cadets Karang Taruna of Kenteng Village and Transfumi Guard of the Indonesian Ministry of Cooperatives and MSMEs Wonogiri branch as trainers. It is intended when the service period of Community Service College students has ended, and MSMEs in Kenteng Village can develop by utilizing the marketplace.

CONCLUSION

Based on the problems that occurred in Kenteng Village, MSMEs still need development to be able to reach a wider market, and the majority still use conventional methods in selling products. The factors that cause this problem are a lack of understanding of digital marketing, a lack of skills of business owners in utilizing the market to sell products, and the majority find it difficult to use the market. Therefore, students of Community Service Lecture Group 12 IAIN Ponorogo carried out a core work program, namely the workshop "Improving Online Marketplace Skills for MSME Actors in Kenteng Village" with the ABCD method. The results of the workshop showed that MSME actors in Kenteng Village have increased their understanding of digital marketing and marketplace skills so that MSMEs can develop more broadly. This assistance is in collaboration with the cadets Karang Taruna of Kenteng Village and Transfumi Guard of the Indonesian Ministry of Cooperatives and MSMEs Wonogiri branch as trainers. It is intended so that when the service period of Community Service College students has ended, MSMEs in Kenteng Village can develop by utilizing the marketplace.

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