

***SOCIOPRENEUR IN DIGITAL MARKETING: EMPOWERING THE MICRO,
SMALL AND MEDIUM ENTERPRISES (MSMES) IN BOJONGPICUNG
VILLAGES***

**SOCIOPRENEUR DIGITAL MARKETING: PEMBERDAYAAN USAHA
MIKRO, KECIL DAN MENENGAH (UMKM) DI DESA BOJONGPICUNG**

Vivi Mardian*¹, Husnul Yakin², Waliyyatu Azzahra³, Nuraini¹,
Ziyad Fadhlan Nabil¹

*¹ Physics Education Study Program, Universitas Pendidikan Indonesia

² English Education Study Program, Universitas Pendidikan Indonesia

³ Biology Education Study Program, Universitas Pendidikan Indonesia

*e-mail: vymn0123@upi.edu

Abstract

The Indonesian economy is largely derived from Micro, Small and Medium Enterprises (MSMEs). The MSME sector has a strategic role in the Indonesian economy because it is significant in contributing to the formation of Gross Domestic Product (GDP). However, Small and Medium Enterprises (SMEs) tend to not keep up with the development of digital technology, mainly due to a lack of knowledge about digital marketing. Therefore, the Postgraduate Muslim Student Association (HIMPAS) of Universitas Pendidikan Indonesia conducted training through social entrepreneurship activity in Bojongpicung Village and Jati Village, Cianjur Regency, West Java. This training aimed to provide insight to MSME practitioners by optimizing the potential of MSMEs through digital marketing to improve the economy of the local community in Bojongpicung Village and Jati Village, Bojongpicung District, Cianjur Regency, West Java. The MSME participants involved in this training totaled 11 people from various industries. This program applied direct training and mentoring methods. The discussion in this article aimed to identify constraints or problems experienced by the MSMEs and evaluate the participants' level of satisfaction with the implementation of the training activities. The results showed that MSME participants have constraints in product marketing, funding, and traditional production equipment. After being trained, MSME participants found several relevant solutions for the development of their MSME businesses through digital marketing. In addition, the material provided was in accordance with the needs of MSME participants. MSME participants also realized that they still need more similar training in the future.

Keywords: Sociopreneur; Digital Marketing; MSMEs; Economy; Entrepreneur.

Abstrak

Perekonomian Indonesia sebagian besar bersumber dari Usaha Mikro, Kecil, dan Menengah (UMKM). Sektor UMKM memiliki peran strategis dalam perekonomian Indonesia karena signifikan dalam memberikan kontribusi terhadap pembentukan Produk Domestik Bruto (PDB). Namun, UMKM cenderung kurang mengikuti perkembangan teknologi digital, terutama karena kurangnya pengetahuan mengenai digital marketing. Oleh karena itu, Himpunan Mahasiswa Muslim Pascasarjana (HIMPAS) Universitas Pendidikan Indonesia mengadakan pelatihan melalui kegiatan kewirausahaan sosial di Desa Bojongpicung dan

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Desa Jati, Kabupaten Cianjur, Jawa Barat. Pelatihan ini bertujuan untuk memberikan wawasan kepada para pelaku UMKM dengan mengoptimalkan potensi UMKM melalui digital marketing untuk meningkatkan perekonomian masyarakat di Desa Bojongpicung dan Desa Jati, Kecamatan Bojongpicung, Kabupaten Cianjur, Jawa Barat. Peserta UMKM yang terlibat dalam pelatihan ini berjumlah 11 orang yang berasal dari berbagai industri. Program ini menerapkan metode pelatihan dan pendampingan secara langsung. Pembahasan dalam artikel ini bertujuan untuk mengidentifikasi kendala atau permasalahan yang dialami oleh UMKM dan mengevaluasi tingkat kepuasan peserta terhadap pelaksanaan kegiatan pelatihan. Ternyata peserta UMKM memiliki kendala dalam pemasaran produk, pendanaan, dan peralatan produksi yang masih tradisional. Setelah mendapatkan pelatihan, peserta UMKM menemukan beberapa solusi yang relevan untuk pengembangan UMKM mereka. Walaupun demikian, peserta UMKM masih membutuhkan pelatihan sociopreneur lebih lanjut terutama meningkatkan omset.

Kata kunci: Wirausahawan Sosial; Pemasaran Digital; UMKM; Perekonomian; Pengusaha.

INTRODUCTION

The importance of economic growth for the advancement of development in all sectors is undeniable. Economic activities aim to produce goods or services that are directly or indirectly related to commercial purposes, as mentioned by the Central Bureau of Statistics (2023). Adisasmita (2013) explains that the welfare and progress of an economy is highly dependent on the growth reflected in changes in national output. This output change is an evaluation of the economy in the short term. In an effort to support economic growth, the Indonesian government provides direction to develop Micro, Small and Medium Enterprises (MSMEs). According to Permana (2017), the MSME sector has a strategic role in the Indonesian economy because of its significant contribution to the formation of Gross Domestic Product (GDP). By considering the contribution of the MSME sector to Gross Regional Domestic Product (GRDP), it is clear that this sector plays an influential role in economic growth in a region. In addition, MSMEs are also the foundation for the growth of large businesses, where almost all large companies have their roots in MSMEs (Datupalinge et al., 2022). Therefore, it is essential to support Micro, Small, and Medium Enterprises in order to thrive and compete with larger companies.

Several studies have highlighted improvements in competitiveness, one of which is influenced by technological advances. Anggiani (2018) explains that technological innovation is an innovative attempt conducted by business people to adapt with technological changes in the business context. Research conducted by Paulus & Wardhani (2018) confirms that there is a significant influence between technological innovation and advantages in terms of rivalry. Technological transformation in the field of marketing through the use of the internet, such as digital marketing, is an essential concept in today's business world (Juhadi et al., 2023). If previously the pattern of interaction in business was face-to-face, now the pattern of interaction has evolved towards a modern electronic-based model, such as e-commerce without meeting face-to-face.

Taiminen and Karjaluohta (2015) state that digital marketing is not only limited to an understanding of basic technology, but also an understanding of people, how to effectively utilize technology, and its use in effective engagement. Alford & Oage (2015) argue that Small and Medium Enterprises (SMEs) frequently do not keep up with the

development of digital technology, particularly due to a lack of knowledge about digital marketing. This is evidenced by the results of observations of MSME activities in Bojongpicung village and Jati village that product marketing in MSMEs is still conventional, such as sales through entrustment to stalls, telephone orders, and direct product delivery to customers. This conventional marketing approach is due to the lack of skills of MSME entrepreneurs in utilizing technology, especially in maximizing the use of the internet through their smartphones. Todaro (2003) argues that technological progress is one of the determining factors in a country's economic growth, including in optimizing the economy through Small and Medium Enterprises (SMEs) by social entrepreneurship.

There are several problems they experience regarding MSMEs in Bojongpicung and Jati villages, namely the lack of marketing networks and the lack of knowledge about digital marketing. Based on the results of an interview conducted with a community of MSME practitioners in Bojongpicung Village, the biggest challenge experienced is limited access to a wider market. MSME practitioners have difficulty reaching markets outside their village, especially larger markets in the city. Other MSME practitioners revealed that they only market their products through whatsapp and do not market them with other online platforms. Djuarni's research (2024) also identified obstacles to MSMEs in Bojongpicung Village, where strategies to improve businesses, how to market their products online, and the lack of ability to use information technology as a marketing medium are obstacles to the progress of MSMEs in the village.

Other MSME practitioners in Jati Village also explained other obstacles experienced, namely the complicated licensing process. Many business owners find it difficult to apply for business licenses and meet the requirements of existing regulations. Although there are various assistance and support programs from the government, MSME practitioners in Bojongpicung are often unaware of or have difficulty accessing these programs. This shows that socialization and assistance from the government is still ineffective.

However, social entrepreneurship is gaining increasing attention from scholars, policymakers, funders, and the media. It is broadly defined as the use of market mechanisms to address social issues, and the expansion of social ventures is considered crucial for sustainable development and alleviating the burden on welfare budgets (Mair, Battilana, and Cardenas, 2012; Littlewood and Holt, 2018). Consequently, existing research has focused on understanding who becomes a social entrepreneur (Bargsted et al., 2013; Cohen, Kaspi-Baruch, and Katz, 2019; Stephan and Drencheva, 2017) and why (Bacq, Hartog, and Hoogendoorn, 2016; Christopoulos and Vogl, 2015; Germak and Robinson, 2014). This research aims to promote social entrepreneurship as a viable career choice and to provide appropriate support for individuals engaged in this field.

Previously, local MSMEs experienced a decline during the first two years of the Covid-19 pandemic, from 2020 to 2021. However, the Indonesian government has worked hard to implement the National Economic Recovery (PEN) program to support MSME capital during the pandemic (Kasnelly & Luthfi, 2021). The decline in sales turnover of MSMEs during the pandemic has forced them to adapt and innovate; the inability to adapt could threaten their survival. Therefore, the government seeks to empower MSMEs through various programs, including encouraging digital adoption by shifting from conventional marketing methods to digital models. To support these efforts, the Postgraduate Muslim Student Association (HIMMPAS) of Universitas Pendidikan Indonesia organized

training through social entrepreneurship activities in Bojongpicung Village and Jati Village, Cianjur Regency, West Java with the theme "Optimizing the Potential of MSMEs through Digital Marketing in Improving the Community Economy".

COMMUNITY SERVICE METHOD

The training methods used in this community service are face-to-face training and mentoring. The training focuses on qualitative approaches such as lecture methods, use of powerpoints, demonstrations, mentoring of trainees, and visits to one of the MSMEs (Yusuf, 2023). The instrument used is a questionnaire sheet filled out by participants through a google form link and attendance form as an argument to strengthen the statement. The difference between the two forms lies in their purpose. The questionnaire aims to determine the level of satisfaction of participants after participating in community service activities as an evaluation of the activity. The attendance form aims to determine the description and constraints of MSME participants. Data were analyzed using descriptive statistics.

This community service activity is part of the Entrepreneurship Bureau program of the Postgraduate Islamic Student Association of the Indonesian Education University (HIMMPAS UPI) for the 2022/2023 period. This program was held as a form of graduate student project to the community, especially MSME players in Bojongpicung Village and Jati Village, Cianjur Regency, West Java. The selection of this village uses convenience sampling, based on the many various forms of MSMEs found in the village seen through initial observations. Based on proposals from the event division and joint decisions, the big theme raised in this activity is "HIMMPAS Sociopreneur: Optimizing the Potential of MSMEs Through Digital Marketing in Improving the Community Economy". The main objective of this training is to provide knowledge to the local community about sociopreneur, especially to increase understanding and utilization of digital marketing for MSME practitioners.

The implementation of community service in the form of digital marketing training for MSME players was carried out face-to-face on Sunday, November 19, 2023 at 10.00 to 17.00 WIB. This training includes the delivery of material by Ahmad Rizaldi, M.Pd (UMKM Level Up Kominfo Facilitator), discussion and sharing of obstacles by participants, and finally a visit to one of the MSMEs in Bojongpicung village. The material presented is of course in the form of direction to improve the quality of MSMEs. Discussion and sharing in the form of questions and answers between the speaker and the participants in the form of a presentation of MSEs run by the participants then the speaker will provide suggestions afterwards. This training was attended by 11 participants who were MSME practitioners who produced various preparations including salted eggs, pastries, market snacks, snacks, traditional cakes, donuts, and oyster mushrooms around Bojongpicung village and Jati village.

RESULTS AND DISCUSSIONS

1. Constraints and Obstacles for MSME Practitioners in Bojongpicung Village and Jati Village

MSME practitioners in Bojongpicung Village and Jati Village have various types of businesses. Before the training activities were carried out, the committee from the village made further observations regarding the development of MSMEs in the two villages. The following is a description of the mushroom business from one of the MSME practitioners visited by the committee.



Figure 1. *Observation of mushroom MSMEs.*

Based on Figure 1, the committee visited one of the oyster mushroom business owners in Bojongpicung and Jati Villages. The committee made observations to learn more about the business, which has been started since the COVID-19 pandemic. The owner directly explained the process of nursery, care, production, and sales. Before the training began, MSME practitioners filled out a form containing data, type of business, business description, and obstacles experienced. This aimed to determine the obstacles experienced by MSME practitioners.

MSME practitioners were also asked to volunteer to fill out an online form in the form of a google form before participating in digital marketing education due to the limited time of the committee to find out the needs of MSME practitioners directly. The online form contains the name of the business owner, type of business, a brief description of the business and the constraints experienced. The constraints experienced by MSME practitioners are used as the basis for the implementation of this digital marketing education. There are five types of MSME summaries that filled out the form with detailed data in Table 1.

Table 1. *Description of businesses and constraints found from MSME practitioners.*

Owner's Name	Type of Business	Business Description	Constraints
Participant 1	Snacks: Wacana Squad	The business with the name wacana squad was built by three housewives. Home-cooked snacks are in the form of dry and wet snacks and consist of old-fashioned snacks and new-fashioned	This business is still constrained by capital and marketing. Capital is an obstacle to producing and meeting customer demand. In addition, the use of social media for product marketing has not been maximized.

		snacks. Food production is in accordance with customer requests.	
Participant 2	Snacks: Miltime	This business runs from the end of 2021, snacks that focus on making chips made from taro and sweet potatoes with various flavors ranging from original, balado, sweet corn, and others.	This product already has pretty good packaging and has been tested halal. However, the production equipment still uses manual equipment so it takes a long time to produce snacks on a large scale. The minimal capital is also an obstacle in the development of this MSME business. The raw materials for making this product are still limited so that it cannot produce large quantities of products.
Participant 3	Salty Eggs	This business has been running for 3 years, the raw material for this product is the owner's own duck livestock so that the quality is guaranteed. This product is marketed to be ready to eat with a durability of approximately 7 days after distribution.	This business still does not have a Quality Test because it does not have its own production kitchen and production equipment, the Home Industry Food Production Certificate (HIFPC) list is also not yet owned by this salted egg business. Another obstacle found is the lack of knowledge related to proper packaging for products to be safe and can last a long time.
Participant 4	Oyster Mushroom	This business has been running for 2 years, oyster mushroom production is carried out by utilizing sawdust added with rice bran and lime. This oyster mushroom can be produced as much as 10 kg in 2 times a day.	This business is still constrained by raw materials, lack of knowledge related to product storage and maintenance, and making product packaging durable so that it can be widely distributed.
Participant 5	Traditional Cake	This business has been running for 3 years, this product focuses on making traditional wet cakes such as putu ayu, pie, bolen and others. The distribution of this product depends on the orders of surrounding consumers.	This business does not yet have a halal certificate and attractive marketing.

Based on Table 1, the five types of businesses of MSME owners are diverse. And have different constraints including capital, marketing, manual production equipment, limited raw materials, minimal knowledge in business management and product packaging. The first participant has a home snack business such as dry and wet snacks. The current obstacles are minimal capital and marketing skills that are not yet proficient. The second

participant also has a snack business and has constraints on product marketing and business capital. The third participant has started a business since COVID-19 (2021) with a sweet potato and taro chips business, and many more obstacles were found. From these many obstacles, the committee focuses on sociopreneur education to increase the understanding of MSME players regarding digital marketing.

Funding is the main obstacle faced by MSME practitioners. The results of research by Aji and Listyaningrum (2021) found that the more business capital, the more income is obtained. Revenue is very important in a business because a very large income will increase the sustainability of a company. The greater the income, the greater the ability of business actors to finance all equipment and operational needs of the business (Natsir et al., 2022; Rahman, 2018). In increasing income, several production factors are needed, such as labor capital and technology (marketplace) (Rafidah, 2020). However, research shows that consumers take an average of seven seconds when making purchasing decisions. Packaging must be able to attract consumer attention in a short time, which is half a second to be recognized and half a second later to be loved (Nugrahani, 2015). Therefore, to build a business must consider these factors.

2. MSME Business Coaching and Development

This community service project was carried out offline. Participants who attended had various businesses including: Warung mbunya, Bilal, Oyster Mushroom Cultivation, Wacana Snacks, Boba Drinks, Sigurih Salted Eggs, and Cakes. Participants were given material related to the utilization of digital marketing as a support for MSMEs, discussion sessions, and how to obtain halal certificates.

In the first session, the activity began with the presentation of material by resource persons related to digital marketing in general, as shown in figure 2. One of the information presented by the resource person is a portrait of the condition of MSMEs in Indonesia (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2022) as shown in Figure 3. The resource person also further explained the marketing strategies that can be applied by MSME practitioners through social media. This material is designed to provide a deeper insight into the crucial role of social media as an effective marketing platform for MSMEs, with the hope of providing inspiration and a more comprehensive understanding to participants.



Figure 2. Digital marketing presentation.

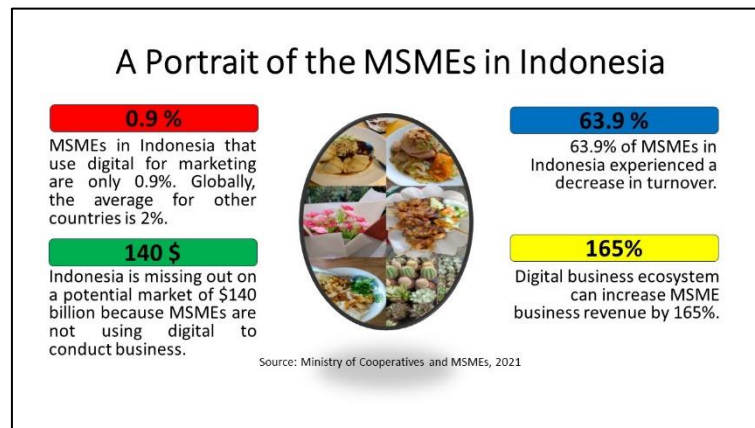


Figure 3. Portrait of MSMEs in Indonesia (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2022).

MSMEs have an influential role in Indonesia's economic growth which is able to create jobs and empower the home industry to support family income (Sasa et al., 2021). The figure above explains that the situation of MSMEs in Indonesia is still relatively low, starting from MSMEs in Indonesia experiencing a decrease in turnover of 63.9%. One of the reasons is that only 0.9% of MSMEs in Indonesia do marketing using digital. The existence of MSMEs must certainly be supported by technological developments to facilitate marketing and ease of transactions. Internet technology is used as an effective marketing medium with a very wide range that is not limited by space and time, so that business actors can utilize it as a means to increase market reach (Djamaludin et al., 2016).

In the next session, a sharing session was held by MSME participants related to the business being run. Some participants brought examples of their business products that had been marketed and presented them. In addition, MSME participants also shared the background of their business development ideas, the benefits gained, and the obstacles

experienced. The following is an example of a *miltime* business product packaging presentation from one of the MSME participants.



Figure 4. Oyster Mushroom MSME business owner explaining his product directly in front of resource persons and other MSME participants.

Figure 4 shows a product presentation session delivered by the oyster mushroom business owner. The beginning of his business was built when he saw the potential needs of the community in consuming oyster mushrooms. At that time, no one was producing them in the Bojongpicung area. This business actor utilizes sawdust or husks from the waste of the wood furniture industry which is the main ingredient for oyster mushroom cultivation. So far, the sale of oyster mushrooms is waiting for buyers to come to the production house so that sales have not been maximized. Therefore, oyster mushroom business actors still need knowledge to increase maximum sales results.



Figure 5. Miltime MSME business owners explain their products directly in front of resource persons and other MSME participants.

In Figure 5, the owner of the Miltime business was very enthusiastic in explaining the products he had developed for approximately five years. MSME players from the snack

food business with the name Miltme explained the beginning of building a snack food business, the raw materials used, the products produced to the administrative stages that have been registered such as NIB legality, HIFPC and halal product certificates. Then the MSME practitioners explained the obstacles experienced such as traditional production equipment, lack of production capital, and lack of availability of product raw materials. Almost all MSME players who participated in this training experienced obstacles. Generally, the constraints of MSME players are limited capital, not yet skilled in digital marketing, scarce raw materials, and traditional production equipment.



Figure 5. Q&A Session with MSME practitioners.

In the question-and-answer session as shown in figure 5, it was revealed that MSME practitioners have difficulties in marketing their products on a wider scale. This is because product packaging is not yet innovative and creative. Another finding is the lack of cooperation between similar business actors, which hinders the development of their businesses.

The last session ended with the provision of several suggestions by the speaker to MSME practitioners, namely registering products starting from Halal legality, Intellectual Property Copyrights (IPC), Quality Test, IPC list, and providing a forum for MSME practitioners to collaborate with MSME practitioners in other regions with similar business products. In addition, the resource person also encouraged MSME participants who have used social media to market their products. Social media helps MSME participants to conduct broader and unlimited marketing (Setiawan et al., 2021).



Figure 6. Group Photo at End of the Training.

3. Evaluation of MSME Training

At the end of the session, participants were given a link to a google form containing several statements as in Table 2. The statement consists of eight burrows and 3 answer options, namely yes, undecided, no. By filling out this questionnaire, the committee can evaluate the achievements and shortcomings of the implementation of this Community Service. After completing this questionnaire, the committee can evaluate the achievements and shortcomings of the implementation of this Community Service.

Table 2. Evaluation results of trainee satisfaction.

No	Statement	Percentage (%)		
		Yes	Doubtful	No
1	The material presented is beneficial for the MSME that you are currently joining.	100	0.00	0.00
2	The material presented is in line with the current needs of your MSME.	87.5	0.00	12.5
3	The material presented is easy to understand.	100	0.00	0.00
4	The media used in the training is engaging.	87.5	12.5	0.00
5	The presentation of the material is well-structured.	100	0.00	0.00
6	Participants' questions are answered completely and clearly.	87.5	0.00	12.5
7	The training strategy is highly engaging.	87.5	0.00	12.5
8	The overall quality of the MSME training is good.	87.5	12.5	0.00

The participants involved in this community service activity displayed notable enthusiasm. Eight statements were formulated to assess the satisfaction level of SME participants. Statements one, three, and six received a unanimous response of "YES" from 100% of the SME participants. This signifies unanimous agreement among all participants that the conveyed material is beneficial for their SMEs. The material was presented systematically and in a simplified manner, making it easily comprehensible for the participants. The content generally aligned with the needs of the SME participants. The training utilized PowerPoint slides (PPT) as the instructional medium, with 87.5% of

participants stating that the media was engaging.

During the Q&A session, both participants and speakers were given the opportunity to engage in discussions. However, due to time constraints, some participant questions remained unanswered. The training strategy proved to be engaging for SME participants, with only one participant expressing dissatisfaction with the training strategy. Overall, the quality of the SME training was deemed good, as evidenced by 87.5% of participants responding affirmatively.

Before the activity was closed, the committee conducted an interview with a salted egg MSME owner. One of the obstacles experienced by salted egg entrepreneurs is the lack of knowledge related to product packaging techniques safely and can be widely distributed.

"This activity is very useful, for example we can get to know each other as entrepreneurs in the Bojongpicung area. In addition, the material presented is useful, especially digital marketing techniques in this era."

Training is considered successful when participants derive benefits and satisfaction from the activity. Based on Table 1, generally, MSME participants have already achieved what they expected. The purpose of this training is to address issues faced by MSMEs, such as digital marketing. Many MSME entrepreneurs in the village have not yet utilized smartphones for product marketing. A similar situation is experienced in the Ponggang village, where products produced by MSMEs are still marketed in a traditional manner (Lukas & Widawati, 2022). The lack of mastery of technology and information for marketing purposes poses a barrier to MSME practitioners (Ahmad et al., 2022). Ahmad et al. (2022) reinforces, from their research findings, that MSME practitioners need skills in product marketing. The conducted community service activity aligns with the needs of MSMEs in Bojongpicung Village. The delivered content is highly relevant and appropriate to the current needs of MSMEs.

CLOSING

Conclusion. The training for Micro, Small, and Medium Enterprises (MSMEs) through social entrepreneurship activity conducted by the Islamic Postgraduate Students Association of the Universitas Pendidikan Indonesia (HIMMPAS UPI) in the village of Bojongpicung comprises lectures, material presentations, sharing sessions, and visits to one of the MSMEs. Through collaboration between HIMMPAS UPI and the village officials, the event was successfully implemented. The resource person, serving as the lecturer, provided insights into the current conditions of MSMEs in Indonesia (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2022). The sharing session involved participants delivering brief presentations about their experiences conducting the MSMEs, accompanied by feedback and input regarding the challenges they face. This training proved beneficial to MSME practitioners, particularly in marketing techniques. One of the challenges faced by MSME practitioners is the lack of knowledge in utilizing digital technology, which has hindered the development of their businesses.

Suggestion. The emphasis on attractiveness in social entrepreneurship training for Micro, Small, and Medium Enterprises (MSMEs) is crucial and deserves careful consideration. Furthermore, beyond this aspect, discipline and time management are essential in carrying out activities to anticipate potential future occurrences. MSME

practitioners acknowledge their need for more comprehensive training of a similar nature. The provided training has not reached its maximum potential and has been limited in scope. For future researchers, it is hoped that they can conduct training with a broader reach and provide a greater wealth of knowledge to MSME practitioners.

This education only presents material that is relevant to the needs of MSME participants, especially in the field of digital marketing. This is because the obstacle that was found in the field before the implementation of the activity was that MSME participants were not yet experts in utilizing technology for online product marketing. Nevertheless, the material presented to MSME participants was in accordance with their needs. For example, miltime MSME participants explained the existing product packaging and the resource person provided input regarding the packaging design. As previously recommended, direct and regular mentoring should be provided to the community so that they feel more significant benefits to improve the community's economy

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