
ABDIMAS

Jurnal Pengabdian kepada Masyarakat
<https://journal.unnes.ac.id/journals/abdimas/>

Optimizing Sales of MSME Products in Pandean Tourism Village through Marketplace Account Creation and Management Training

Fita Setiati*, Mohammad Arief Setiawan, Elmi Rakhma Aalin, Mutia Tsalitsa Alawia, Ahmad Saifi Athoillah, Wiwiek Kusumaning Asmoro

Politeknik Negeri Malang, Indonesia

*Corresponding Author: fita.setiati@polinema.ac.id

Abstract

The community service program conducted in Pandean Tourism Village focuses on increasing the capacity of MSMEs to utilize marketplace platforms to optimize their product sales. This program is motivated by the significant potential of local MSME products, but they still face challenges in digital marketing, particularly in utilizing marketplaces, which are currently an effective sales channel. Through this training, MSMEs are taught everything from creating a marketplace account, product photography techniques, writing compelling descriptions, and online store management strategies. The results of this community service program demonstrate an increase in participants' understanding and skills in managing Pandean Tourism Village's online store in the marketplace. MSMEs are expected to be able to independently create marketplace accounts, upload products with attractive photos and descriptions, and manage orders more professionally. The success of this program is measured not only by the participants' increased knowledge but also by the number of orders received through the marketplace platforms they manage, indicating that the program has had a direct impact on increasing sales of MSME products in Pandean Tourism Village.

Keywords: MSMEs, Pandean Tourism Village, marketplace

INTRODUCTION

Pandean Tourism Village is a tourist destination that relies on the beauty and potential of nature as its main attraction. Various nature tourism activities offered, including *river tubing*, mortar-based dance, mutual cooperation activities for fishing on the beach, and Lesung Beach tours, have become a primary source of income for the local community. These nature-based tourism activities not only provide an economic source but also have shaped the distinctive character of Pandean Village as a tourist village that offers authentic experiences of rural life and natural beauty. Despite its promising tourism potential, Pandean Tourism Village faces challenges related to income sustainability. High dependence on natural conditions causes the tourist village's income to decrease, especially when unpredictable weather results in a decrease in the number of tourist visits. This condition presents a challenge for the tourist village community that still relies on income from tourism.

On the other hand, Pandean Tourism Village actually has other economic potential that has not been optimized, particularly in the MSME sector, which produces snacks and herbal drinks typical of the village. These MSME products even have P-IRT certification, indicating they meet food safety standards set by the Health Department. However, this enormous potential has not been fully utilized due to limitations in marketing aspects, particularly in the use of *digital platforms*. Product marketing is still carried out conventionally, which results in limited market reach and is unable to contribute significantly to the community's economy.

The lack of knowledge and skills of MSMEs in utilizing digital technology, particularly *marketplace platforms*, is one of the main obstacles in developing MSME product sales. In the current digital era, this limitation prevents MSME products in Pandean Tourism Village from being able to

compete in the wider market. However, with product quality that has been certified by P-IRT, these products have great potential to be marketed more widely through *digital platforms*, which can become an alternative source of income for the community, especially when weather conditions are not conducive to nature tourism activities.

Digital transformation in marketing MSME products through *marketplaces* has become an urgent need for the community of Pandean Tourism Village. Utilizing *digital platforms* will not only expand the market reach of MSME products but also create alternative solutions by reducing dependence on the tourism sector. Therefore, efforts to increase the capacity of MSMEs in *marketplace management* are a strategic step to optimize the village's economic potential while building sustainable community economic resilience.

METHOD

In order for the community service program to be implemented effectively and in an integrated manner, it will be implemented in several stages, namely:

1. Provide theoretical education to partners about using *the marketplace*

In the initial stages before carrying out the activity, the proposing team conducted research and initial approaches with partners online to provide education on the use of the marketplace.

2. Question and answer method with partners

This stage is carried out by asking questions and answering questions related to the obstacles experienced by partners.

3. Mentoring and training methods for opening a shop in the marketplace to upload product photos and provide an interesting description of MSME products

This process involves several steps. It begins with creating an account on the marketplace, followed by digital marketing training for partners.

4. Direct simulation method to partners

At this stage, partners are taught training on how to use marketplace accounts if a simulation is carried out where there are orders for partner products in small or large quantities.

5. Mentoring method while partners open a shop on one of the platforms *marketplace*.

This stage is a follow-up to community service activities to ensure the sustainability of the program. Community service activities do not end once the training is complete.

RESULTS AND DISCUSSION

Based on the Q&A with partners, a *Shopee marketplace account creation process was formulated*, starting with creating an *email account*. Partners first provided the necessary information to create the account, including name, phone number, address, and product photos.



Figure 1. Q&A with Partners

After the account is created, digital marketing training is conducted to broaden partners'

knowledge of *digital marketing strategies in the marketplace*. This stage explains how to upload product photos, post products on the marketplace account, and calculate the selling price of MSME products sold on the marketplace.



Figure 2. Marketing strategy training

The marketing strategy training for MSMEs in Pandean Tourism Village is designed with the primary goal of building a basic understanding of digital marketing, developing the ability to identify online target markets, equipping participants with effective promotional strategies in the marketplace, and building brand awareness for MSME products. This program faces specific challenges such as the transition from conventional to digital marketing, limited digital literacy among participants, intense competition in the marketplace, and the need for specific positioning for local products with unique characteristics.

Adult learning principles, emphasizing experiential learning and hands-on practice, relevance to participants' business contexts, collaborative learning between participants, and real-life products. A blended learning method is implemented, with 70% hands-on workshops and practice, 20% theory and concepts, and 10% discussion and experience sharing to ensure effective learning.

This community service activity includes a follow-up phase. The first phase focuses on monitoring and evaluation for the first month after training. The community service team will conduct online monitoring to directly observe the implementation of the knowledge and skills acquired by participants. Each monitoring session will include a review of online store performance, analysis of challenges encountered, troubleshooting technical issues, and adjustments to marketing strategies based on actual sales data. Additional online support will be provided if partners encounter difficulties operating the marketplace platform, while sharing sessions will be facilitated if partners show positive progress.

This phase involves students from the Accounting and Finance Study Program at Malang State Polytechnic as junior mentors who will provide weekly technical support through digital communication. The community service team will facilitate virtual meetings to discuss progress, challenges, and opportunities arising in the digitalization journey of partner MSMEs.

CONCLUSION

The purpose of the community service is to optimize the sales of MSME products in Pandean Tourism Village through training in the creation and management of marketplace accounts designed to ensure the sustainability and long-term impact of community service activities.

Development for optimizing MSME sales is not a one-time process, but rather requires continuous mentoring, progressive evaluation, and strategy adaptation according to evolving field conditions.

The development of field conditions changes dynamically, so follow-up activities are needed to monitor and evaluate the activities that have been carried out by looking at the progress of using

marketplace accounts to increase or optimize product sales to partners.

REFERENCES

- Trenggalek Regency Tourism and Culture Office. (2024). Pandean Tourism Village Profile. Trenggalekkab.go.id. <https://www.trenggalekkab.go.id/>
- Hariyanto, A. (2022, July 15). Pandean Trenggalek Tourism Village Relies on River Tubing Tourism. JawaPos.com. <https://www.jawapos.com/surabaya/15/07/2022/pandean-trenggalek-tourism-village-andalkanwisata-river-tubing/>
- Sulistyowati, E. (2022, September 20). Developing the tourism potential of Pandean Village. RadarTrenggalek.com. <https://www.radartrenggalek.com/>