



Empowering Society during Covid-19 Outbreaks: Digital Marketing Optimization for MSMEs and Human Rights Perspective

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Abstract: The COVID-19 pandemic has become a new challenge for most societies worldwide, significantly impacting the economic sector. For this reason, online community empowerment is an alternative, given the rapid development of technology. This pandemic has pushed people to shift to digital technology, including the increasing importance of digital marketing. However, in its application, Micro, Small, and Medium Enterprises (MSMEs) still face problems designing and starting this digital marketing. This study focuses on empowering the community for the MSME in connecting sheets (*kain sambung or perca*) in Jatimkar Village, Jatiasih District, Bekasi City, West Java with the field conditions that business actors have not considered the vital role of digital marketing. Marketing through social media and marketplaces cannot be carried out optimally because business actors focus on the production process rather than marketing. This situation is suspected to be due to the limitations of business actors in operating social media and marketplaces. In fact, in this situation, business actors are experiencing a decline in sales figures, resulting in a decrease in sales turnover. This research was conducted based on community service to assist business actors in improving marketing by covering observation, socialization, discussion, and practice. The implementation method used is Asset Based Community Development (ABCD). The benchmark for the success of this program is the increase in the asset value of MSMEs so that business actors gain skills in digital marketing by using social media and the marketplace to introduce and market the product.

Keywords: COVID-19; MSMEs; Digital Marketing; Human Rights.

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A. Introduction

The increasing spread of Coronavirus Disease 2019 (COVID-19) impacts worldwide economic performance. It happened in Indonesia since this country faced critical challenges of the COVID-19 second-wave outbreak in July 2021. The COVID-19 pandemic affected all sectors of people's lives, encouraging the government to issue new policies. These policies are exemplified through a measure that prohibits social activities, resulting in the weakening of the economy. Also, transportation services were reduced and strictly regulated, tourism was closed, shopping centers were empty of visitors, and the informal sector was closed. Online motorcycle taxis, transportation drivers, street vendors, mobile traders, rough porters, and micro, small and medium enterprises (MSMEs) have experienced a decline in income.¹ In addition, trading centers such as malls markets which are usually crowded with people, have suddenly become deserted and are currently temporarily closed. The tourism sector also experienced a decline. The government closed tourist attractions and entertainment venues. Work and study are also done at home online.² This policy forces people to shift all activities to the digital world, such as digital marketing.

In the current situation, marketing that utilizes digital technology, often called digital marketing, becomes an important alternative. Digital marketing consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries, and potential consumers.³ This digital marketing has become a technique of promoting goods and services through social media.⁴ The use of digital media for business is an additional marketing activity and an integrated communication mechanism that strengthens the impact of every function within an organization by leveraging the power of human networks through a platform.⁵ This digital marketing allows potential consumers to get all kinds of information about products through the marketplace or social media.

¹ Lenis Saweda O. Liverpool-Tasie, Thomas Reardon, and Ben Belton, "Essential Non-Essentials': COVID-19 Policy Missteps in Nigeria Rooted in Persistent Myths about African Food Supply Chains," *Applied Economic Perspectives and Policy* 43, No. 1 (2021): 216, <https://doi.org/10.1002/aepp.13139>.

² Ralang Hartat Syafrida and R. Hartati, "Together Against the Covid-19 Virus in Indonesia," *SALAM J. Sos. Dan Budaya Syar-i* 7, No. 6 (2020): 496.

³ Dedi Purwana, R. Rahmi, and Shandy Aditya, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit," *Jurnal Pemberdayaan Masyarakat Madani (JPMM)* 1, No. 1 (2017): 1–17.

⁴ Tri Rachmadi, *The Power of Digital Marketing* (TIGA Ebook, 2020), 3.

⁵ Olivier Blanchard, *Social Media ROI: Mengelola dan Mengukur Penggunaan Media Sosial pada Organisasi Anda* (Elex Media Komputindo, Jakarta, 2015).

Social media is defined as media that consists of three parts information infrastructure and tools used to produce and distribute media content. Media content can be in the form of personal messages, news, ideas, and products. Cultural products in digital format, then those who produce and consume media content are individuals, organizations, and industries. SMEs mostly felt an increase in sales by 10-50% after using social media as a marketing tool.⁶ The strategy used in marketing activities usually uses social media sites such as Facebook, Twitter, Instagram, YouTube, WhatsApp, Line, Tiktok, and Telegram to promote their products and services. In marketing through social media, communication strategies are usually used to attract consumers, such as taking photos or videos of attractive products, holding promotions, contracting or using the services of one of the leading artists as a model in the product, discounting prices, and others. Marketing communication can also change the mindset and behavior of consumers. It all depends on the form of communication conveyed by the marketing.⁷

Communication in digital marketing helps business management encourage digitalization and make it easier for MSMEs to deal with changes. The government has increased access and transferred technology to MSME actors to survive the business competition.⁸ The ability to embrace digital platforms and the Internet becomes an absolute requirement that MSME actors must learn and understand how these platforms work to survive in business competition.⁹ MSMEs Law No. 20 of 2008 states that MSMEs are business activities that can expand employment opportunities and provide broad economic services to the community. They can play a role in the process of equity, increase community income, encourage economic growth, and realize national stability for MSMEs. Jatimkar Bekasi City is one of the MSMEs pioneered in 2019, now affected by COVID-19. The main problem in this business is the lack of understanding of business actors operating social media to carry out digital marketing processes by utilizing technology. Therefore, there is an importance of understanding operating social media,

⁶ Moch Hari Purwiantoro, Dany Fajar Kristanto SW, and Widiyanto Hadi, "Pengaruh Penggunaan Media Sosial Terhadap Pengembangan Usaha Kecil Menengah (UKM)," *Eka Cida* 1, No. 1 (2016): 30–39.

⁷ Kevin Rusman, Desie M. D. Warouw, and Yuriewaty Pasoreh, "Peranan Komunikasi Pemasaran Dalam Meningkatkan Hasil Penjualan Produk PT. Pokphan Luwuk Sulawesi Tengah," *ACTA DIURNA KOMUNIKASI* 4, No. 5 (2015): 57–63.

⁸ R. Slamet et al., "Strategi Pengembangan UKM Digital Dalam Menghadapi Era Pasar Bebas [Digital SME Development Strategy in Facing the Free Market Era]," *Jurnal Manajemen Indonesia* 16, No. 2 (2016): 136–47.

⁹ Purwana, Rahmi, and Aditya, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit," 2.

which includes leveraging digital marketing, such as procedures for making product descriptions. In addition, it also focuses on making attractive product posters to be shared on social media, procedures for replying to messages received on social media, and others. According to Aditya Wardhana, the digital marketing strategy has an effect of up to 78% on the competitive advantage of SMEs in marketing their products.¹⁰

Following the background, this paper aimed to empower the village community with the MSME actor of the connecting sheets as its specific target. This activity was conducted in Jatimkar Village, Jatiasih District, Bekasi City, West Java, with the field conditions that business actors have not considered the vital role of digital marketing. It was preceded by providing information about digital marketing to MSME actors with continuous bed sheets in Jatimkar Village, Bekasi. Subsequently, it was empowered by optimizing social media and marketplaces to marketize MSME products to increase business income, build business branding, find out the right market segment, and maximize its resources to facilitate consumer needs analysis.

B. Method

This research-based community engagement was integrated with community empowerment by the University of Jember to respond to the COVID-19 pandemic. This activity was specifically carried out to maximize the role of students with the guidance of lecturers to be able to contribute directly to their respective villages or sub-districts to help deal with problems due to the COVID-19 pandemic. This activity was held for 30 days, from August 11 to September 9, 2021. This activity took place in Jatimkar Village, Bekasi City, West Java Province. This activity was in mentoring MSME actors in the convection sector, namely connecting sheets, which were previously preceded by identification and surveys. The survey results were conducted through interviews with attachments containing business information data. Connected sheets are a collection of several leftover fabrics or patchwork that are spliced together to form sheets for the mattress. In data collection, interviews were carried out directly by following health protocols such as using masks, maintaining distance, washing hands, and using hand sanitizers. Aspects that were asked when interviewing business actors were (1) the effect of the COVID-19 pandemic on the production, distribution, and online marketing systems; (2) digital marketing strategies during the

¹⁰ Aditya Wardhana, *Strategi Digital Marketing Dan Implikasinya Pada Keunggulan Bersaing UKM Di Indonesia*, 2015.

pandemic; (3) facilities and infrastructure for business actors in digital marketing.

This activity used the *Asset Based Community Development method* (ABCD). It is a community organizing method that aims to help communities identify, mobilize, and capitalize on local assets.¹¹ There are some common principles, such as being society or citizen-led, taking a relational approach, and understanding assets within a specific context. In contrast to deficit-based approaches, which center on problems, asset-based approaches focus on assets and strengths.¹² With this method, community empowerment focuses on maximizing the assets of business actors as the primary basis for developing a business. This method pays more attention to the assets, strengths, understanding, and capacities that are excavated to become a strong foundation so that later exploration can be carried out more. It is expected to improve the knowledge and skills of business actors for digital marketing with social media as a forum for introducing and marketing products so that this business can survive and develop both during the current pandemic and for sustainability in the future.

This program is carried out through several stages and processes, as follows:

1. The first week was the observation and identification of problems. It aimed to get the target for MSMEs with fixed sheets was then carried out in an interview process related to entrepreneurship problems faced by MSME targets during the COVID-19 pandemic.
2. The second week was the introduction of digital marketing and social media as a means of digital marketing. It was held by creating a presentation on digital marketing as a reference and target for further operating social media products.
3. The third week was doing assistance in the production process of connecting sheets and making logos and product information in the form of leaflets. It aimed to obtain further understanding of the advantages and disadvantages of the production process and the implementation of designing and printing product information.
4. The fourth week was carrying out marketing and evaluating the implementation of the work program. Product marketing was carried out through social media. The target is to provide a satisfactory response related to the work program carried out by students through video testimonials.

¹¹ J. Woodward et al., "Asset Based Community Development: A Review of Current Evidence," 2021, 4.

¹² J. Woodward et al.

C. Result and Discussion

This section comprises four main discussions. The first part overviews the emergence and development of the industrial revolution and its relation to the importance of the current use of social media for marketing. The second part deals with the legal framework regarding the constitutional guarantee of human rights, particularly the government's responsibilities to citizens' right to work related to its support to MSMEs under the national economic development. The third part locates the empowerment of MSMEs preceded by the preliminary activities followed by the empowering actions. The fourth part analyzes the impact of MSME empowerment, including projecting its sustainability for the future and similar empowerments.

1. Industrial Revolution and Digital Marketing

Almost every country is vying to be the first to witness the digital transformation. Since the advent of industrial technology, economic activities have been directed to the more simplified means to meet efficiency. These activities have developed along with the faster changes due to the fourth industrial revolution in the 21st century. According to WEF Chairman Klaus Schwab, who coined the term and theme of the fourth industrial revolution in Davos debates, this phase of industrial development is described by a more pervasive and mobile Internet, smaller and more powerful sensors that are more affordable, and artificial intelligence and machine learning.¹³ Its transformation is inevitable where virtual and physical systems are intertwined in manufacturing.¹⁴ Much of the debate centered on the deleterious consequences rather than their beneficial impacts.¹⁵

The fourth industrial technology has been used to shape and analyze the impact of technological innovations on nearly every aspect of human growth in the early 21st century. It spans from changing social norms and national political behaviors to economic development and global interactions.¹⁶ This fourth industrial revolution affirms that technological advancement is a catalyst of transformation that affects all industries and parts of society,¹⁷ even though this is not to say that the fourth industrial revolution or Industry 4.0 will be without challenges. Amongst the community's specific concerns are

¹³ Dimitrie Cantemir, "Challenges of the Fourth Industrial Revolution," *Knowledge Horizons* 8, No. 1 (2016): 58.

¹⁴ Dimitrie Cantemir.

¹⁵ Dimitrie Cantemir.

¹⁶ Thomas Philbeck and Nicholas Davis, "The Fourth Industrial Revolution: Shaping A New Era," *Journal of International Affairs* 72, No. 1 (2018): 17.

¹⁷ Thomas Philbeck and Nicholas Davis.

the rising unemployment due to reduced human services, rising factory waste, and declining socialization.¹⁸ This shift ushers in Industry 4.0, the most recent trend worldwide of such sophisticated technology.¹⁹ It is unavoidable that technological changes will reach all aspects of human life and make everything more effective and efficient in a relatively short period.

In addition, the digital age brings about a shift in which people are less interested in consuming large quantities of goods and services. Price information and testimonials from previous customers are easily accessible. Thus, it is commonly agreed that the role of the fourth industrial revolution currently encourages human interaction, including business activities, to become more accessible to the public by utilizing information technology. In particular, this technology is in the form of using social media as part of smartphones' virtual application features. This situation is increasingly prevalent due to the higher intensity of users, including consumers, accessing social media, such as Facebook, Twitter, and Instagram.

The use of social media is a new phenomenon in the 21st century where humans live in the real world and cyberspace. In addition, this utilization encourages the integration of human life, which is no longer a dichotomy between the two worlds for efficiency reasons. Technology is present not to separate humans but to facilitate human life. This technology offers an alternative so that a system or procedure that was previously complex can become more efficient and effective. In this context, social media platforms provide an unprecedented source of data and a channel of communication with customers. Marketing spending on digital media platforms will gradually overtake popular media such as television, dominating marketing channels.²⁰ With big data analytical capabilities, adjusting the overall organizational scheme, and hiring competent personnel, industries will save money on marketing spending while improving overall marketing performance.²¹ Therefore, using social media as the ultimate marketing instrument is inevitable.

Indeed, over the last 40 years, there has been a significant shift in how business is conducted, and people work collaboratively. The emergence of personal computers, the Internet, and e-commerce has considerably impacted

¹⁸ Liiban Alim, "The Impact of Industrial Revolution to Marketing," April 19, 2020, 121.

¹⁹ Liiban Alim.

²⁰ Goran Pranjić and Gábor Rekettye, "Interaction of the Social Media and Big Data in Reaching Marketing Success in the Era of the Fourth Industrial Revolution," *International Journal of Business Performance Management*, August 29, 2019, <https://www.inderscienceonline.com/doi/abs/10.1504/IJBPM.2019.102015>.

²¹ Goran Pranjić and Gábor Rekettye.

how businesses operate and advertise.²² The evolution of social media technology is intensifying, and businesses can expect it to get a similar impact now and in the future. Industries that learn to use innovative technologies benefit immensely as new technologies become available. Innovation companies such as Microsoft, eBay, Amazon, and Google are some of the most well-known examples.²³ Finally, the explosive growth of the smartphone market and mobile computing is influencing strategy, as social media connectivity has become more accessible.

Through these lucrative marketing alternatives, a consumer-centric revolution is currently underway. This revolution concentrates on the massive growth of emerging technologies and innovative marketing strategies, presenting challenges in business, including marketing.²⁴ These online technology alternatives are gradually shaping human lives and the way humans live, work and engage with others and are driving businesses that want to continue to optimize for innovation.²⁵ Also, it fulfills consumer desires because consumers currently become more accessible to get product references on social media. Finally, this situation encourages consumers to simplify decisions in seconds using mobile devices.

Apart from the functioning of social media, marketplaces have recently emerged in the 21st century. They have emerged just slightly after the more popular use of social media, specifically focusing on selling and buying products and services through cyberspace. In Indonesia, these marketplaces have also become increasingly popular. However, the access issue remains for those in remote areas lacking internet infrastructure. In addition, the access issue deals with the digital literacy that needs societal empowerment at the grassroots in promoting the MSMEs to improve their industries.

To some extent, MSMEs that use digital marketing do not compensate for changes in marketing behavior from traditional to digital.²⁶ While the training becomes the key factor in improving the product values at leveraging the conventional to the digital market,²⁷ the challenges have remained. It

²² Murugesan Saravanakumar and T. Sugantha Lakshmi, "Social Media Marketing," *Life Science Journal* 9, No. 4 (2012): 4445.

²³ Murugesan Saravanakumar and T. Sugantha Lakshmi.

²⁴ António Loureiro, "There Is a Fourth Industrial Revolution: The Digital Revolution," *Worldwide Hospitality and Tourism Themes* 10, No. 6 (January 1, 2018): 740–44, <https://doi.org/10.1108/WHATT-07-2018-0044>.

²⁵ António Loureiro.

²⁶ Juli Sulaksono, "Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (Ukm) Desa Tales Kabupaten Kediri," *Generation Journal* 4, No. 1 (March 18, 2020): 48, <https://doi.org/10.29407/gj.v4i1.13906>.

²⁷ Mohamad Suharto et al., "Pelatihan Pengelolaan Website Toko Online Bagi UMKM Di Kawasan Pasar Tradisional Klewer Surakarta Sebagai Strategi Menghadapi Masyarakat Ekonomi ASEAN (MEA)," *Demandia: Jurnal Desain Komunikasi Visual, Manajemen*

needs more societal engagement at improving at a larger scale in maximizing and diversifying business products.²⁸ In the end, the use of the marketplace can help increase MSME turnover and business expansion.

2. Constitutional Guarantee of Human Rights and MSMEs in Indonesia

The 1945 Constitution sets basic rules of the national economic developments linked to the protection of human rights. The national development considers mutual help or gotong royong as its basic feature, which affirms that the national economy is developed through the participation of the government and people. The people's participation encompasses the business through MSMEs. On the one hand, MSMEs underpin the national economy due to their economic importance at the grassroots. On the other hand, the protection and empowerment of MSMEs contribute to protecting human rights. Citizens can get better living standards while MSMEs improve their performance. Its rationale is that the better performance of MSMEs impacts the opening of new jobs as part of the government's obligation to the right to work as outlined in the 1945 Constitution. As a result, MSMEs have become the supporting sector of the national economy that has been dramatically affected by the COVID-19 pandemic. Based on the Katadata Insight Center data, at least 37,000 MSME actors were affected during the pandemic. A survey showed that only 5.9% of MSMEs could profit amid the pandemic.²⁹ On the other hand, 82.9% of business actors have been negatively affected by the pandemic. 63.9% experienced a decrease in turnover of more than 30%.³⁰

The economy cannot be separated from an activity to generate income from buying and selling goods or services, where these activities use a marketing system. With the ongoing crisis due to the pandemic, there has been a digital shift in the economic system. Digital marketing has features that enable effective interactive dissemination of information applications, creating awareness of the company and its products, gathering information and market research, creating the desired image, and stimulating. New apps,

Desain, Dan Periklanan, September 29, 2017, 236, <https://doi.org/10.25124/demandia.v2i02.937>.

²⁸ Dedy Harto et al., "Penerapan Internet Marketing Dalam Meningkatkan Pendapatan Pada UMKM," *JPPM (Jurnal Pengabdian Dan Pemberdayaan Masyarakat)* 3, No. 1 (March 19, 2019): 44, <https://doi.org/10.30595/jppm.v3i1.3033>.

²⁹ Katadata Insight Center, "Digitalisasi, Strategi UMKM Selamat dari Krisis - Analisis Data Katadata," 2020, 23, <https://katadata.co.id/katadatainsightscenter/analisisdata/5f03cf11e0198/digitalisasi-strategi-umkm-selamat-dari-krisis>.

³⁰ Katadata Insight Center.

services, platforms, data, and devices are a populated playing field with all types of companies looking to capitalize on growth markets.³¹ In particular, under mutual help (*gotong royong*), MSMEs have a pivotal role in leveraging people's economy at the national level.³² While the government takes affirmative measures to improve the performance of MSMEs, the direct role of student empowerment contributes to strengthening the government's agenda. It considers that COVID-19 is unprecedented, and joint participation has become a strategy for mitigation from this pandemic.

In Indonesia, national development refers to the 1945 Constitution. Article 33 of this Constitution outlines economic democracy that asserts a people's economy that can develop into an independent and reliable source of economic strength. In so doing, MSMEs have a strategic role and the potential to provide the right to work and support survival even during a world crisis. The strategic role of MSMEs reflected under Article 33(1) of the 1945 Constitution outlines that the economy is organized as a collaborative effort based on mutual help or togetherness. This article's meaning is profound, given that the developed economic system should not be based on competition and high individualism. However, MSME problems are also, especially in access to capital and partnerships with big businesses.

As an integral part of the people's economy, MSMEs have a strategic position, role, and potential to realize a national economic structure that is increasingly developing and equitable. The empowerment of MSMEs is carried out comprehensively and optimally. It continues by establishing a conducive climate, providing business opportunities, support, protection, and business development as widely as possible to increase MSMEs' position, role, and potential in realizing economic growth, equity, improving income, opening employment, and reducing poverty.³³ To improve MSMEs' capacity and institutional role in the national economy, empowerment needs to be carried out by the government, local governments, businesses, and the community. In empowering MSMEs, all laws and regulations relating to MSMEs are complementary to this law. These regulations are a manifestation of the legal protection provided by the state to its citizens,

³¹ Michela Matarazzo et al., "Digital Transformation and Customer Value Creation in Made in Italy SMEs: A Dynamic Capabilities Perspective," *Journal of Business Research* 123 (February 1, 2021): 642–56, <https://doi.org/10.1016/j.jbusres.2020.10.033>.

³² Laurensius Arliman, "Perlindungan Hukum UMKM Dari Eksploitasi Ekonomi Dalam Rangka Peningkatan Kesejahteraan Masyarakat," *Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional* 6, No. 3 (2017): 387–402.

³³ Halida Zia, "Pengaturan Pengembangan UMKM di Indonesia," *Rio Law Journal* 1, No. 1 (February 29, 2020): 3, <https://doi.org/10.36355/rlj.v1i1.328>.

including Law No. 20 of 2008 concerning MSMEs and a technical implementation based on Government Regulation No. 17 of 2013.

3. Empowering MSMEs: Preliminary Activities and Actions

This activity covered community entrepreneur empowerment programs affected by COVID-19. This activity empowered MSME to optimize products through social media as part of digital marketing. Specifically, the activity program used digital platforms such as Instagram and Tokopedia. With the target of MSME actors in the convection field of connected sheets (*kain sambung* or *perca*) initiated in April 2019, this activity encouraged business sustainability during this pandemic. Mrs. Diah Wahyudi, a housewife, founded this business. The business name used was connected sheets by Umi Di, whose production center was located at Jalan Masjid Jami Al-Khoirot No. 69C, Jatimkar Village, Bekasi City, West Java.

The process of creating to marketing was carried out with the family, except for the sewing process, the MSME target had a trusted person to help in this step. The production started from choosing the fabric's color, cutting the fabric to sewing some patchwork into a single unit in sheets. The prices offered were quite varied, based on the size and material of the sheets used, starting from IDR 130,000 per special sheet of size 120x200x20 with simple quality materials to IDR 500,000 per sheet or bed cover, premium quality material size 180x200x24. The price offered was adjusted to the quality provided. For business owners of connected sheets, customer satisfaction was prioritized over getting big profits in every order.

This business faced various problems, especially during the COVID-19 pandemic. The pandemic could not be avoided, but some alternatives could be anticipated regarding the problems faced by MSMEs. The prevalent problem in the business deals with a decrease in orders due to the government's social restrictions in addressing the spread of COVID-19. The pandemic impacted the lack of use of digital media in daily activities. Therefore, it showed the importance of digital media in business, mainly social media and marketplaces. Social media and marketplaces could help realize the attraction of consumers and the marketing process with a broader reach.

The first week of activities started with the planning stage by observing the targets to obtain information about the problems faced by the MSME targets for connecting sheets during the COVID-19 pandemic. In addition, the socialization of the activity program was carried out so that the target knew what work program the students would do in response to the problems that occurred. The planned work program aims to assist in overcoming existing

problems, including observing problems with targets, collecting data on sales of continuous bed linen products so far, and taking pictures of tools and materials used in the production process.



Figure 1. Dissemination of Digital Marketing to MSME

Source: Doc. Stephanie

The second week was the socialization of digital marketing through social media and marketplaces. It aimed to ensure that the target could better understand the digital marketing system independently without or with guidance from students. After that, it continued to optimize social media accounts such as Instagram and marketplaces such as Tokopedia, with assistance in understanding its operations. This operational assistance aimed to provide further understanding to the target by delivering an experience of digital marketing communication strategies on Instagram, such as making attractive product posters to upload on Instagram stories.

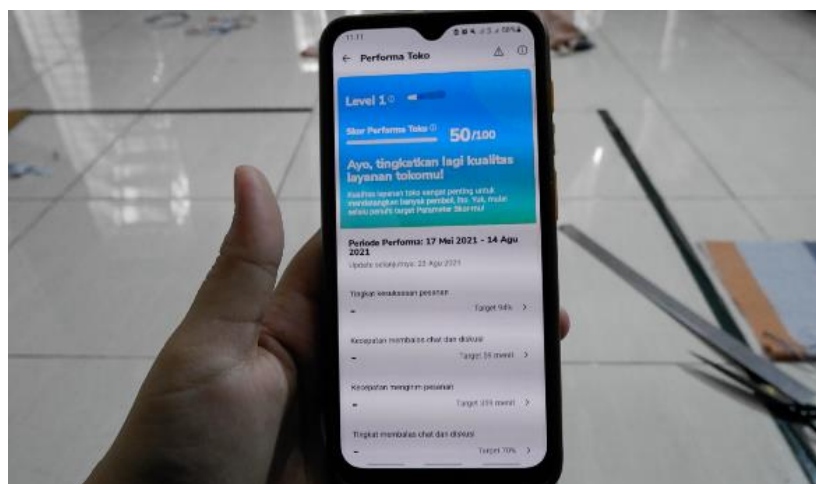


Figure 2. Marketplace Optimization

Source: Doc. Stephanie

Activities in the third week are assistance related to making product branding so that MSMEs have unique characteristics in their products by creating attractive logos and product descriptions (leaflets). Creating a logo increases consumer interest in finding out and even buying products. However, the MSME target for patched sheets refused the offer to create a product logo because he was more interested or comfortable using his business logo in the form of an image that he had previously determined, so he suggested that students help the target in making leaflets that would be placed in the packaging of the connecting sheets product.

The creation of this leaflet was in some stages. Online discussions with the target were often held through WhatsApp to understand product information easily. It continued with printing leaflets before assisting with the goals in the product production process to further understand the advantages and disadvantages of the continuous sheet production process. In the third week, the following work program takes product pictures, where the products are packaged and ready to be marketed. The student took several images of connected bed sheets, and later they would be put together in one poster to be uploaded via Instagram stories.

Before the pandemic, this MSME experienced sales but did not return on investment. There was a lack of public interest in the connection sheet product because this product was made from processed leftover fabric (patchwork) with premium quality. Customers tend to prefer or use bedsheets in general because, in addition to the fact that the material does not come from fabric, the rest of the prices offered in the market are also cheaper than the price of connected sheets. Consequently, the MSME asked students to help marketize connecting sheets.



Figure 3. Picture of Connected Sheets

Source: Doc. Stephanie

In the fourth week, digital marketing was carried out through Instagram social media and the Tokopedia marketplace. Social media has provided features for users who want to focus on digital marketing. One of the efforts to do digital marketing is to introduce products widely. In doing online marketing, we need to provide tangible or visual documentation to attract consumers to know and even buy products so that poster templates are required. After that, an evaluation process is held to maximize the future digital marketing process. This evaluation is carried out regarding digital marketing on social media and is carried out during activities that last for 30 days. The evaluation is expected to fix problems that occur in the future, to provide a video thanking him for his service.

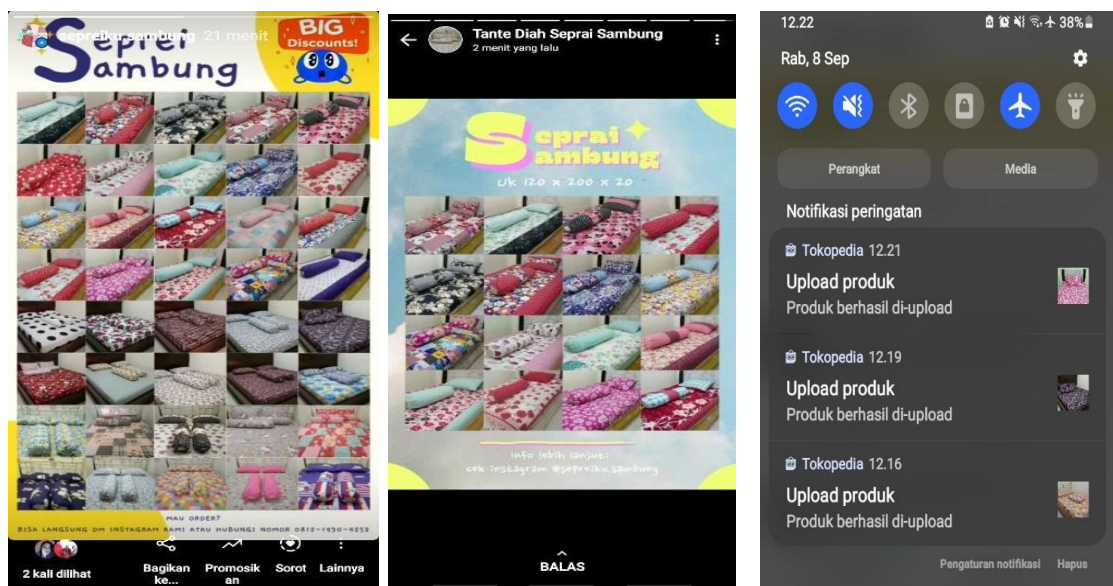


Figure 4. Marketing Product in Social Media

Source: Doc. Stephanie

During the engagement held over four weeks, the main problem was operating the digital platform. In using Instagram, for instance, MSME often posed barriers in regularly updating the product to attract followers and potential customers. While platform familiarization is essential in ensuring sustainable digital marketing, the longer duration and continuous student engagements will provide a better impact to MSME to run digital marketing independently once the engagement ends. Moreover, the more complex use of the Tokopedia platform became a barrier for MSME to operate in this online market. This e-commerce asks merchants to provide more detailed descriptions and options, and periodical accompaniment will be more beneficial for optimizing this engagement project.

Such social engagement is inevitably paramount to improving the performance of MSMEs during the pandemic. The issue arises to what extent this social engagement can significantly leverage the small industry behavior to long-lasting engagement in the online platform. The different levels of education, skill, and background influence the different outcomes of social engagement. Therefore, by considering this contribution, the other social engagement will vary due to different abilities on technology savvy and familiarity with each MSME.

4. Impact of the MSMEs Empowerment

During the pandemic, the right to work became increasingly important because many citizens had lost their jobs following the weakness of the economy. While the government ensures economic recovery from the pandemic, student engagement at the grassroots contributes to societal empowerment from this adverse situation. On the one hand, the government's obligation to the human right to work remains in various ways, such as cash transfer subsidies³⁴ and cash transfer aids for MSMEs.³⁵

Student engagement improves the industrial skills of MSMEs in surviving and improving their sales with the more significant consumers during the COVID-19 pandemic. Despite this research's societal contribution, the prevalent contribution shows that student engagements play a vital role in Indonesia. This engagement can reach better access to internet users through the digital platform Instagram. It is preceded by digital management, such as the step in uploading the catalog and advertisement contents, which lasted to the increase in customers.³⁶ It offers MSMEs alternatives to improve the product sale, including the pre-order option.³⁷

In practice, activities with social media optimization assistance increase public digital literacy towards accelerating online-based businesses that

³⁴ Baso Iping, "Perlindungan Sosial Melalui Kebijakan Program Bantuan Langsung Tunai (BLT) Di Era Pandemi COVID-19: Tinjauan Perspektif Ekonomi Dan Sosial," *Jurnal Manajemen Pendidikan Dan Ilmu Sosial* 1, No. 2 (July 19, 2020): 525, <https://doi.org/10.38035/jmpis.v1i2.290>.

³⁵ Vina Natasya and Pancawati Hardiningsih, "Kebijakan Pemerintah Sebagai Solusi Meningkatkan Pengembangan UMKM Di Masa Pandemi," *Ekonomis: Journal of Economics and Business* 5, No. 1 (2021): 147.

³⁶ Dinda Nur Fahira, Efa Agustina, and Muhammad Qurhtuby, "Digital Marketing Implementation: Implentasi Pemasaran Digital Untuk Meningkatkan Penjualan Industri Di Kelurahan Tangkerang," *Jurnal Pendidikan Tambusai* 5, No. 2 (September 23, 2021): 66.

³⁷ Dindy Darmawati Putri, Irene Kartika Eka Wijayanti, and Rosi Widarawati, "Pendampingan Strategi Pemasaran Online Pada UMKM Terdampak COVID-19 Melalui Kegiatan KKN PPM," *Prosiding* 10, No. 1 (April 3, 2021): 238–39, <http://www.jurnal.lppm.unsoed.ac.id/ojs/index.php/Prosiding/article/view/1412>.

become the character of business marketing in the present and the future. This activity does not directly guarantee the realization of the right to the national economy. However, it helps realize the fulfillment of the right to work and the national economy by reskilling MSMEs and upskilling the understanding in using social media as a means of digital marketing. The consequences obtained from the experience and skills of the MSME target are positive in the fulfillment of the right to the national economy for the MSME target for continuous bed sheets in Jatimkar Village, Bekasi City.

D. Conclusion

With mentoring activities for MSME business actors, increasing MSME business capacity is encouraged to be more familiar with online-based industries. This activity includes socialization assistance on the introduction of how to create a logo for the digital marketing process, service on the introduction of how to create Instagram social media accounts, assistance on the introduction of how to join the marketplace, and assistance on the introduction of how to join the marketplace to online. The first step in maximizing the digital marketing of MSMEs, Sheets Connect by Umi Di, is by providing regular assistance. After the product social media optimization process, it is expected that the activities that have been carried out can always be applied in a sustainable way so that the initial goal of starting digital marketing is achieved.

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