



**E-COMMERCE TRAINING FOR PKK MOBILIZATION TEAM IN KERTOMULYO VILLAGE,
BRANGSONG DISTRICT, KENDAL REGENCY**

¹Lukman Zaini Abdullah, ²Suprihono Setyawan, ³Mahfud Nugroho, ⁴Rizki Ridhasyah, ⁵Fitria Yuni Astuti

^{1,2,3,4,5} Universitas Selamat Sri Kendal

ARTICLE INFO

Article History:

Received April, 20, 2021

Accepted June, 14, 2021

Available June, 30 2021

Keywords:

E-commerce,
Micro Small and Medium
Enterprises,
Marketing

ABSTRACT

Pelaksanaan pengabdian kepada masyarakat melibatkan Tim Penggerak Pemberdayaan dan Kesejahteraan Keluarga (PKK) Desa Kertomulyo Kecamatan Brangsong Kabupaten Kendal. PKK merupakan gerakan nasional dalam pembangunan masyarakat yang tumbuh dari bawah, mayoritas masyarakat Desa Kertomulyo adalah petani dan karyawan. Oleh karena itu memberikan wawasan dan pelatihan e-commerce kepada masyarakat tentang perkembangan teknologi yang semakin pesat di era digitalisasi merupakan salah satu cara meningkatkan pengetahuan masyarakat tentang manfaat dan pentingnya e-commerce, menumbuhkan minat masyarakat dalam membuka Usaha Mikro Kecil dan Menengah di masa pandemi COVID-19 dan memperkenalkan cara pemasaran melalui marketplace untuk meningkatkan jaringan pemasaran. UMKM dengan menggunakan pemasaran secara online dipercaya mampu tumbuh di masa pandemi.

The implementation of community service involves the Family Empowerment and Welfare Mobilization Team (PKK) of Kertomulyo Village, Brangsong District, Kendal Regency. PKK is a national movement in community development that grows from below, the majority of Kertomulyo villagers are farmers and employees. Therefore, providing insights and training e-commerce to the public about the rapid development of technology in the era of digitalization is one way to increase public knowledge about the benefits and importance of e-commerce, foster public interest in opening Small and Medium Enterprises during the COVID-19 pandemic and introduce marketing methods through marketplaces to improve network marketing. MSMEs using online marketing are believed to be able to grow during the pandemic.

*Address: L Building, Campus Sekaran, Gunungpati, Semarang,
Indonesia, 50229*

Correspondent Address:

Universitas Selamat Sri Kendal

Email: wawan.suprihonosetyawan@gmail.com

INTRODUCTION

Kertomulyo village is one of the villages located in the district of Brangsong Kendal District of Central Java Province consisting of three large hamlets namely Tabag, Paguwono (Paguwonono, Sitirejo and Trate) and Sudimoro. The geographical location of Kertomulyo Village is located between the north of Sidorejo Village south of Tunggulsari Village west of Sudipayung, Ngampel and Rejosari Villages, and east of Blorok and Penjalin Villages. Kertomulyo village comes from the word Kerto and Mulyo, Kerto means Value, Mulyo which means noble so Kertomulyo means Value of Glory. Digging information from the community of Kertomulyo Village was originally a mataram forest area, in 1937 came the population of Colonization of 45 families, as many as 135 people, then in 1939 came again a number of 92 families as many as 325 people, between two consecutive years the population of all 137 families as many as 460 people, the community opened and worked the land that has been provided by the government covering an area of 255,962 ha.

The village is one of the spearheads of government organizations in achieving the success of the central government affairs that will be passed on to the lower level communities in this case the village community. According to Law No. 6 of 2014 concerning Villages described in one of the articles that reads Village has authority in several areas namely government administration, development, community development and village empowerment.

Types of community institutions village or village one of which is Empowerment and Family Welfare/ Pemberdayaan Kesejahteraan Keluarga (PKK). PKK movement is a National Movement in the development of a society that grows from the bottom, its management from, by and for the community towards the realization of a family that believes and believes in God Almighty, noble and virtuous, healthy prosperous, born and inner.

Family Empowerment and Welfare (PKK) consists of 10 main programs, among others (1) The Appreciation and Practice of Pancasila, (2) Gotong Royong, (3) Food, (4) Sandang, (5) Housing and Household Governance, (6) Education and Skills, (7) Health, (8) Cooperative Life Development, (9) Environmental Conservation, (10) Healthy Planning, with the division of 4 Working Groups (POKJA) (Tim Penggerak PKK Pusat, 2015).

With the development of technology in the current era of e-commerce training in the implementation of PKK activities in Kertomulyo Village with the majority of the population is farmers and employees who are new to e-commerce with the aim of increasing the activities of dissemination of information, sales, purchases, marketing of products (goods and services), by utilizing telecommunication

technology that can later be implemented in Kertomulyo Village to improve the welfare of the community in marketing or buying products (goods and services). With this e-commerce training, it is expected that there will be interest in opening Small and Medium Micro Enterprises (MSMEs) among the people of Kertomulyo Village because MSMEs have an important and strategic function in the current economic development. MSMEs that currently survive switching to online business or e-commerce due to restrictions on people in activities during THE COVID-19. Based on a survey conducted by UGM on 60 MSMEs in Yogyakarta in 2020, there are 25.5% of MSMEs that still survive with traditional methods and the rest switch to social media and e-commerce (UGM, 2020). Meanwhile, according to a survey from MSMEs Indonesia in 2020 stated that there are only 8% of MSMEs whose turnover increased in the midst of the COVID-19 pandemic and all MSMEs have marketed their products online (DPKM-UGM, 2020).

METHOD

Community service activities carried out with the theme of E-commerce Training in the PKK Mobilization Team kertomulyo village towards the village with several methods, among others:

1. Lecture Method. Lecture method is one of the most appropriate methods used to provide understanding and knowledge of information or giving demonstrations about the marketplace (bukalapak) to the community, especially PKK cadres or PKK Mobilization Team in E-commerce Training Kertomulyo Village Brangsong District Kendal district to facilitate the understanding delivered.
2. Q&A method. Q&A method is a method of communicating two-way directly that occurs between the giver of material and participants. Examples of participants asking questions and presenters give answers or vice versa. The Q&A method has a purpose: (1) To give an idea of the extent to which the material can be understood by participants. (2) To encourage participants in thinking. (3) Provide time for participants to ask questions that occur in the implementation of tasks faced by participants both personal experience of participants and others.

RESULTS AND DISCUSSIONS

1. Definition of E-Commerce

The traditional concept of the market, which is a physical market and within a certain territory has changed in the concept of the market in a modern way with the term e-commerce. E-Commerce uses internet media and mobile application as transaction process

(Traver & Laudon, 2004) The traditional concept of the market, which is a physical market and within a certain territory has changed in the concept of the market in a modern way with the term e-commerce. E-Commerce uses internet media and mobile application as transaction process (Traver & Laudon, 2004)

E-commerce is a paperless transaction with the innovation of information exchange or electronic data, network-based electronic fund transfer applied based on a common network, e-commerce is a new strategy that leads to improved service, improvement and quality of products at the level of link providers organizational, consumer and supplier requirements with the aim of reducing costs (Michael et al., 2012).

2. Implementation of

Service Activities

a. Planning

E-commerce

Training Activities

in the PKK Mobilization Team Kertomulyo Village Towards The Village Brangsong Subdistrict Kendal implemented with several stages, among others: (1) Submission of cooperation (2) Preparation of the schedule of implementation of activities (3) Determining the place and location of activities (4) determining and formulating the composition of the event, (5) The concept of material presented (6) Division of work members of the cooperation team with partners as evidenced by the signing of a letter of cooperation mas devotion team Selamat Sri Kendal University community with the Head of Kertomulyo Village, Brangsong District, Kendal Regency.

b. Licensing

Cooperation permit related to the place and location of the service will be held at the Office of the Head of Kertomulyo Village, Brangsong District, Kendal Regency. Therefore, the team coordinates with the Village Head regarding the licensing of the place of service while paying attention to health protocols such as using masks, handsanitizer and maintaining distance between participants at the time of the activity. As a result of coordination with the head of Kertomulyo

Village, the team is allowed to perform community service in Kertomulyo Village.

c. Implementation

E-commerce Training activities at the Pkk Mobilization Team kertomulyo village towards the village was held on Friday, April 09, 2021 at 09.30 to 11.50 WIB at the Office of the Head of Kertomulyo Village District Brangsong Kendal District which was attended by 15 trainees.

Table 1.
Community Service Arrangements

No	Time	Activities	Information
1.	09.30-09.45	Opening	Done by Moderator
2.	09.45-10.00	Welcome	1st speech by the Village secretary. <u>Kertomulyo District Brangsong, Kendal County.</u> Welcome 2 by the Chairman of <u>pkk village. Kertomulyo District Brangsong, Regency of Kendal.</u>
3.	10.00-11.40	Lectures, discussions and Q&A	Delivered by The Community Service team of Selamat Sri Kendal University
4.	11.40-11.45	Closing Prayer	Performed by community service team.
5.	11.45-11.50	Closing	Done by Moderator

3. Results of Devotion

This community service was held in Kertomulyo Village, Brangsong District, Kendal Regency on Friday, April 9, 2021, which was held at the Kertomulyo Village Head Office attended by cadres or PKK mobilization team of Kertomulyo Village. E-commerce Training Activities in PKK mobilization team in Kertomulyo village towards the target village took place smoothly and in accordance with the expectations and objectives, namely:

1. Providing insights about e-commerce,
2. Growing participants' interest to open Small and Medium Enterprises (MSMEs).
3. Utilization of marketplaces (bukalapak, tokopedia and others) to expand marketing.

Table 2.
List of Presenters and Material Titles

No	Presenters	Heading
1.	Lukman <u>Zaini Abdullah, S.Kom, "M.Si.</u>	E-Commerce Training for PKK Mobilization Team in <u>Kertomulyo Village, Brangsong District, Kendal Regency</u>
2.	Rizki <u>Ridhasyah, S.Ak., M.Ak.</u>	Implementation of Internal Control System in <u>PKK Kertomulyo Village Group</u>
3.	<u>Mahfud Nugroho, S.E.Sy., M.M.</u>	Basic Cooperative Education and Training for Micro Small Businesses In <u>Kertomulyo Subdistrict Brangsong Kendal District</u>
4.	Fitria <u>Yuni Astuti, S.E., I.I.M</u>	Household Financial Management Amid <u>Covid 19 Pandemic</u>

With the e-commerce has an impact on the increasing activity of dissemination of information, sales, purchases, marketing of products (goods and services), by utilizing telecommunication technology that can later be implemented in Kertomulyo Village to improve the welfare of the community in marketing or

buying products (goods and services) to increase the competitiveness and potential of the village community in the era of technology.

Figure 1.
Devotional activities



CONCLUSION

Community service activities carried out by the Faculty of Economics and Business of Selamat Sri University are part of the routine agenda, in this activity the service team conducts e-commerce training on the PKK Mobilization Team of Kertomulyo Village Towards the Target Village. From the results of the implementation of community service activities can be drawn some conclusions

The process of training activities with the theme of e-commerce training in the PKK Mobilization Team Kertomulyo village towards the village went smoothly with passion and enthusiastically listened to the material delivered by the presenter.

In the process of question and answer and discussion with participants can be concluded that participants can already understand the importance of e-commerce in building Kertomulyo Village to the target village in the technology era. During the training process, the presenter also provides examples of media and application usage that are commonly used in e-commerce activities.

REFERENCES

DPKM-UGM, T. Y. (2020). *Dampak Awal Pandemi Covid 19 Terhadap UMKM*. <https://pengabdian.ugm.ac.id/dampak-awal-pandemi-covid-19-terhadap-umkm/>

Michael, j S., Robert, B., Troy, S., & Andrew, W. (2012). *Handbook on Electronic Commerce*. Springer Science & Business Media.

Tim Penggerak PKK Pusat. (2015). *Pemberdayaan dan Kesejahteraan Keluarga*. Tim Penggerak PKK Pusat.

Traver, & Laudon. (2004). *E-commerce : Business, Technology, Society* (10th ed.). Pearson.