



## UTILIZING E-COMMERCE AS AN EFFORT TO INCREASE THE ECONOMIC INDEPENDENCE OF KOPENG TOURISM VILLAGE COMMUNITIES

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### ABSTRAK

*Pandemi Covid-19 sampai dengan tahun 2021 masih berpengaruh bagi perekonomian masyarakat. Sektor pariwisata yang dinilai menimbulkan multiplier effect bagi perekonomian cukup besar turut lumpuh karena pembatasan mobilitas. Desa Wisata menjadi harapan besar bagi mitigasi pandemi, karena menggerakkan perekonomian masyarakat mulai dari wilayah administratif terkecil. Masyarakat desa, didorong untuk mampu mengakselerasi penggunaan teknologi sebagai faktor produksi untuk meningkatkan output /produk. Realita di lapangan menunjukkan bahwa belum semua pelaku usaha dan BUMDes menggunakan e-commerce dalam mempromosikan dan memasarkan hasil usahanya. Kegiatan Pengabdian kepada masyarakat ini, bertujuan untuk memberikan recharging dan pembekalan teknologi untuk meningkatkan penjualan produk desa wisata melalui e-commerce. Khalayak sasaran dalam kegiatan ini adalah pelaku UMKM dan pengelola BUMDes di Desa Kopeng Kecamatan Getasan. Metode kegiatan pengabdian kepada masyarakat menggunakan ceramah, praktik dan pendampingan. Pertama peserta akan diberikan ceramah mengenai e-commerce. Selanjutnya peserta akan praktik memanfaatkan e-commerce. Hasil kegiatan pengabdian kepada masyarakat menunjukkan adanya peningkatan pemahaman dan penggunaan terhadap e-commerce.*

### ABSTRACT

The Covid-19 pandemic until 2021 will still affect the community's economy. The tourism sector, which is considered to have a significant multiplier effect on the economy, is also paralyzed due to restrictions on mobility. Tourism villages are a big hope for pandemic mitigation because they move the community's economy from the smallest administrative area. Village communities are encouraged to be able to accelerate the use of technology as a factor of production to increase output/product. The reality in the field shows that not all business actors and BUMDes use e-commerce to promote and market their business results. This community service activity aims to provide recharging and technology supplies to increase sales of tourist village products through e-commerce. The target audience in this activity is SME actors and BUMDes managers in Kopeng Village, Getasan District. The method of community service activities uses lectures, practices and mentoring. First, participants will be given a lecture about e-commerce. Furthermore, participants will practice using e-commerce. The results of community service activities show increased understanding and use of e-commerce.

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## INTRODUCTION

The COVID-19 pandemic experienced by Indonesia and the world has severely affected the economy at the lowest level (Valerisha & Putra, 2020; Yamali & Putri, 2020; Laming, 2020). This condition creates problems for the community's economic activities in all sectors or business fields. The pandemic has also affected the tourism sector, which has a multiplier effect on the economy. This is because most tourism activities in Indonesia are mass tourism (Sugihamretha, 2020; Hidayat, 2021). Nature tourism still survives in the tourism business because it is outdoors and in the wild, which is considered to have a lower impact than indoor or indoor tourism (Sugihamretha, 2020). Many natural tourism destinations are currently developing in tourist villages. The number of tourist villages is 1,831, managed by tourism awareness groups and village-owned enterprises (BUMDes). 641 tourist villages are operating in Central Java in 2021, and in Semarang Regency, the number reached 51 tourist villages (Bisnis Indonesia, 2021).

Kopeng is a tourist village whose economic activities are driven by BUMDes. BUMDes business during the pandemic was also affected because the activities of people travelling in the Kopeng area and its surroundings experienced a decline. In several regions and types of businesses, a form of business adjustment made during the pandemic is utilizing marketing and sales through online media. During the pandemic, there was an increase in independent businesses founded by a person or group marketed via online media. Online media can be social media or e-commerce, which becomes a forum for sellers and buyers to carry out transactions.

E-commerce or electronic commerce is part of e-business. Apart from using network technology, it also uses electronic mail, database technology, and other non-computer technology, such as payment and delivery methods. E-business is considered broader because it includes consumer services and collaboration between business partners supported by electronic media as a means of transaction (Fauzi et al., 2020). E-commerce is an impact of globalization that affects Indonesia. Globalization itself is the entry of foreign cultural influences into a country. The impact of globalization can be categorized into positive

impacts and negative impacts. The positive impact that can now be felt in Indonesia is the development of technology that makes everyday life easier, such as working, studying, and meeting daily needs, or what can be termed shopping for daily needs.

Minister of Villages, Development of Disadvantaged Regions and Transmigration (Mendes PDPT) Abdul Halim Iskandar said that as many as 1,852 Village-Owned Enterprises (BUMDes) had entered e-commerce following the decline in conventional market activity during the Covid-19 pandemic (CNN Indonesia, 2021). Kopeng Village is a tourist village in Getasan sub-district, Semarang Regency, Central Java. This village is on the slopes of Mount Merbabu at an altitude of around 1500-1700.

In 2020, there were 311 MSMEs in the Getasan District. Kopeng village has a Village-Owned Enterprise (BUMDes) called BUMDes Tirta Umbul Rejo. BUMDes Tirta Umbul Rejo was founded in 2017 in the social and environmental business. It also supports the agricultural and plantation sectors, which dominate the population's livelihood. People travel to Kopeng, enjoying the fresh mountain air and visiting the market for ornamental plants and vegetables offered by residents. The majority, or around 80%, of Kopeng Village residents work as ornamental plant sellers, and the remaining 20% are vegetable farmers. However, this condition has not been supported by digital marketing (E-commerce), which is needed to improve the development of BUMDes, MSMEs and the economy of the Kopeng Village community, especially during the pandemic.

E-Commerce or Electronic Commerce can be defined as business activities that use the help of digital or online/internet technology, for example, buying and selling and online payment systems. This online business activity can be carried out using the web, email and social media (Rusmanto, 2017). Kotler et al. (2017) stated that digital marketing does not replace traditional marketing but will run side by side. It can be concluded that digital marketing complements traditional marketing. So, business actors need to pay attention to traditional and digital marketing.

Wijoyo et al. (2020) put forward several examples of marketing techniques which are a

form of digital marketing, namely SEO – Search Engine Optimization, online advertising – FB ads, Adwords, print media promotions, television and radio advertisements, electronic billboards (video tron), email marketing, mobile marketing and others. According to the Organization for Economic Cooperation and Development (OECD), digital innovation can bring many countries closer to sustainable prosperity (Kotler et al., 2017). It can be interpreted that marketing carried out digitally will also be able to improve the welfare of companies or MSMEs.

Aptika and IKP Research and Development Center (2019) stated that the development of the digital economy could enable the emergence of new business models, integration between business sectors, and changes to business models in existing sectors. E-commerce is a form of marketing model development that has emerged due to the development of the digital economy. Through the e-commerce platform, many cultural and creative products from local communities are bought and sold online and can be purchased from anywhere.

Digital marketing is seen as the best media and the most effective and efficient means of promotion. It can increase sales volume significantly from net monthly income (Pradiani, 2017). Digital marketing also makes it easier for MSME players to provide information and interact directly with consumers, expand market share, increase awareness and increase sales for SME players (Febriyanto et al., 2018).

## METHOD

Community service activity methods for the community use lectures, practice and mentoring. The lecture was carried out with a presentation about e-commerce. Then, proceed with the practice of utilizing e-commerce via cell phone. Next, assistance is provided in the use of e-commerce. The target audience for the activity is BUMDes managers and MSME actors in Kopeng Village, Getas District, Semarang Regency. Procedures and steps for community service activities to provide solutions to partner problems consist of preparation, implementation and evaluation.

## RESULTS AND DISCUSSIONS

The activity was held in the Kopeng Village Meeting Room. Participants who attended consisted of BUMDes administrators, managers, and MSME actors in the Kopeng Village area, Getas District, Semarang Regency. This activity was carried out using a lecture method about e-commerce and the use of e-commerce. The lecture method begins with delivering material about e-commerce. Questions and answers about the material followed them. During the delivery of the material, an evaluation is also carried out to determine the initial understanding and understanding after receiving the material about e-commerce. This evaluation is intended to determine whether there has been an increase in understanding. The evaluation results showed increased participants' understanding of e-commerce, especially how to use e-commerce to support and increase business scale.



**Figure 1.**  
Session for Implementing Community Service Activities

Questions and answers are carried out flexibly during the material delivery and at the end of the material delivery. Based on questions and answers with participants, apart from obtaining information about participants' understanding of e-commerce, it was also found that participants had used the internet for their economic activities. However, the economic activities carried out are more about consumption than developing their business as a producer. Apart from helping them behave as consumers and producers when using the internet, this activity motivates participants.

The participants' enthusiasm was outstanding, as shown by the high attendance level

and active participation in the activities. Participants also participated from the start of the activity until the end. This is also an indicator of the success of the activity. It also shows that the material is appropriate to the participants' needs or work activities.

The results show that the activities were carried out smoothly. The smooth running of activities is supported by good collaboration between the service team, partners and target audiences. Partners, in this case, Kopeng Village, really facilitate community service activities for this community. They are starting from presenting MSME actors to providing a meeting place for carrying out community service activities for the community. Participants also provide support with their presence and enthusiasm in community service activities.



**Figure 1.**

Photo Session with the Team and Community Service Participants

After understanding the benefits of e-commerce for business development for MSMEs, e-commerce will be increasingly optimal to market products and develop their businesses. Finally, the optimal use of e-commerce can increase the income and welfare of the people of Kopeng Village. However, even though marketed products use e-commerce, traditional marketing must also be carried out, considering these two methods have different segmentation.

## CONCLUSION

The conclusion from community service activities regarding the use of e-commerce to increase the economic independence of the Kopeng Tourism Village community is that the

community. Kopeng Village, especially BUMDes administrators, managers, and MSME players, can increase their understanding of e-commerce. The Kopeng Village community, especially BUMDes administrators, managers, and MSMEs, can understand the use of e-commerce to market their business results. The activity ran well, as seen from the attendance, enthusiasm of the participants and increased understanding of e-commerce.

Continuous assistance is highly expected by the people of Kopeng Village, both in the use of e-commerce and in other matters. This is because technology, including e-commerce, is constantly developing, which requires adaptation and solutions to problems that arise.

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