

Empowering the Traditional Pottery Entrepreneur Community through the Use of Technology to Maximize Business Income in Indonesia

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Abstract

The aim of carrying out this community service activity is to provide an understanding of "Implementation of Digital Marketing for Pottery Entrepreneurs in Pulutan Remboken" which is located in Pulutan - Remboken - North Sulawesi. After carrying out this activity, it is hoped that it can increase understanding and benefits to the Tataaran Dua sub-district community. This community service activity is held within 1 (one) day. In carrying out this service activity, the problem found was that the public still did not have a good understanding of "Implementation of Digital Marketing for Pottery Entrepreneurs", in accordance with the principles of management functions and strategy. The results of community service activities show that there has been increased knowledge and understanding among the community to start running their businesses in facing the current digital era. Overall, community service activities received a positive response from Pulutan pottery entrepreneurs.

Keywords

Community Empowerment, Traditional Pottery Entrepreneurs, Utilization of Technology



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INTRODUCTION

Indonesia is a country rich in potential for Micro, Small and Medium Enterprises (MSMEs). With various sectors such as crafts, culinary, agriculture and manufacturing, MSMEs are a vital economic backbone, creating jobs, preserving local culture and contributing significantly to national economic growth. The diversity of these MSMEs reflects Indonesia's rich cultural heritage and natural resources, while support and development efforts continue to be made to ensure sustainable growth and competitiveness in the era of globalization (Husna, 2020; Priatama, 2017; Purwanto, 2007).

Even though Indonesia has enormous MSME potential, there are still many areas in this country that have not been able to maximize their MSME development. Obstacles such as limited access to capital, lack of access to markets, and lack of knowledge about modern marketing strategies are challenges faced by MSMEs in these regions (Febriyanti & Wardhani, 2018; Hartono & Hartomo, 2016; Mukhirto et al., 2022; Natasya & Hardiningsih, 2021). To overcome this problem, greater efforts are needed to provide support, training and access to MSMEs in remote and marginalized areas, so that local economic potential can be maximized, creating inclusive growth and leveling economic disparities throughout Indonesia.

Utilization of technology is the use and application of various developments in information and communication technology (ICT) in various aspects of human life, including in business, education, health, communication, and many more (Budiman, 2012; Cholik, 2021; Mukhsin, 2020). This includes the use of hardware (hardware) such as computers, smartphones and other devices, as well as software (software) such as applications and computer programs. The use of technology aims to improve efficiency, productivity, accessibility and overall quality of services and human life. Technology is also used to create innovation, solve problems, and help people achieve their goals.

Empowering the community of traditional pottery entrepreneurs through the use of technology has important significance in the Indonesian context. This is not only about increasing their business income, but also about preserving valuable cultural heritage and traditional crafts. By integrating modern technology, such as online marketing platforms, social media, and sophisticated production tools, traditional pottery entrepreneurs can expand market reach, increase production efficiency, and improve the quality and design of their products. This not only increases their income, but also helps maintain the sustainability of the traditional pottery industry, creates local jobs, and encourages economic growth in areas with rich pottery craft potential in Indonesia.

Previous work, such as Siti Nurul Hamidah et al (2020), states that empowerment through e-Marketplace can be applied to pottery craftsmen in Bumi Jaya Serang Village, Banten. Selling pottery through e-Marketplace has great opportunities if it is developed well and sustainably and there is innovation in pottery products. This provides positive potential in increasing the competitiveness of the traditional pottery industry in facing modern products in today's market (Hamidah et al., 2020). Setyoko Setyoko et al (2023) with the availability of two units of pottery turntable technology equipment (temtar) and one unit of E-Commerce platform for UMK Sanggar Asri. The

application of temtar technology in pottery production has increased efficiency and daily production volumes, while the use of E-Commerce has opened up online sales opportunities, optimized the marketing of pottery products with typical Acehese motifs, and provided the potential to increase income for this group of MSEs (Setyoko et al., 2023). The purpose of writing this work is to describe the empowerment of traditional pottery entrepreneurs through the use of technology to maximize business income in Indonesia.

METHODS

A community service activity aimed at helping pottery entrepreneurs in Pulutan Village, Remboken District, Minahasa Regency, North Sulawesi, was started. This activity is a response to the challenges faced by local communities in implementing digital marketing. Before activities begin, the first step taken is a site survey. This location survey is an important initial stage in planning activities. The service team received information from the local government about the problems faced by the community of pottery entrepreneurs in Pulutan Village. The survey results showed that around 10 people from the pottery business community were interested in taking part in this activity. This information becomes the basis for further planning.

After the site survey stage was completed, the service team began material preparation. Training materials must be prepared carefully so that they can be delivered well to participants. The team collected various reference sources such as textbooks, journals, national/international news, and other official publications. The material is prepared in simple language so that it is easy to understand by the participants, the majority of whom are pottery entrepreneurs.

This community service uses the Forum Group Discussion (FGD) and Community Based Research (CBR) methods. FGD is used to interact with the community and identify various approaches to the problems they face. The service team collaborates with local governments, business associations and pottery craftsmen MSMEs to find solutions to the problems faced by the community. Workshops on city potential management were also held with the participation of entrepreneurs and local governments. The CBR method is used as a participatory way to encourage collaboration between service providers (researchers) and respondents, with the aim of accepting and developing research findings into practical change.

During the implementation of the activity, students involved in the service assisted the lecturer in conducting FGDs and facilitating discussions. They collaborate with participants to find the best solutions to problems faced by the pottery business community. Furthermore, service activities focus on digital marketing and internet

marketing management training. The data collection and problem identification stages are the first steps in this training. The service team tries to understand the problems faced by pottery entrepreneurs in promoting their business. Then, the training began. The service team started with a presentation of material covering topics such as industry classification, entrepreneurial concepts, financial management, and the use of digital marketing. The material is presented systematically and interactively, so that participants can understand it well.

More advanced training involves active participants in learning. They are taught about basic digital marketing concepts and how to apply them in their business. Direct practice is also carried out so that participants can experience the benefits directly. The final stage is evaluation and post-test. Evaluation is carried out to assess the extent to which participants understand the material that has been taught and how much benefit they get from the training. Questionnaires were distributed to participants to obtain input regarding the benefits of training, simulations of MSME problems, and suggestions as a form of feedback.

Demonstrations on the use of digital marketing were also given to participants. They can see firsthand how digital marketing can be applied in their pottery business. This community service activity is a real effort to improve the quality of MSMEs in Remboken, Minahasa Regency. With a better understanding of digital marketing, it is hoped that pottery entrepreneurs can develop their businesses and face existing business challenges.

FINDINGS AND DISCUSSION

Findings

The results obtained after carrying out this activity are that the community of pottery entrepreneurs can understand how to implement digital marketing. Even though there were several obstacles experienced in this activity, such as limited time and facilities, this activity could be carried out well by seeing the enthusiasm and response of the government and community in holding discussions.

Furthermore, the results obtained in the short and long term are building HR (Human Resources) who are reliable and have knowledge about digital marketing implementation.

Discussion

This can contribute to the government and society implementing appropriate business strategies so that the sustainability of society's businesses will be maintained amidst the development and competition of technology and the current digital world.

Activity material presented

1 Recognizing the Target Market

In the business world, one of the key steps to achieving success is identifying the right target market. The target market is a group of buyers who have similar needs or characteristics, who are the focus of the company's promotional efforts. As an entrepreneur, there are several factors to consider when determining an appropriate target market.

First of all, the size of the market segment is an important consideration. You should consider your business capabilities and resources when selecting segment sizes. Large companies may be better able to reach large market segments, while small companies may be better off focusing on smaller segments. Keep in mind that competition in larger market segments is usually more intense. Next, pay attention to the potential growth of the market segment. While the current segment size may be small, if there are signs of positive growth, this could be a valuable opportunity. Consider the steps you need to take to grow your business as that market segment grows.

Situation analysis is also very important. You need to understand the consumers, suppliers and distributors involved in your business. One useful analysis tool is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). This will help you understand your position in the market and identify the opportunities and challenges you may face.

Next, pay attention to the resources you have. If you depend on resources from outside parties, such as business partners, you need to be careful because the profits and risks will be shared. Make sure the collaboration is mutually beneficial.



Figure 1 Account creation training



Figure 2 at the Pottery Location

Apart from that, the amount of funds available is also a consideration. The larger the target market you are aiming for, the greater the need for funds. There needs to be a balance between selecting the target market and the availability of funds so that the business can grow and develop optimally. Avoid targeting large segments without careful consideration, because this can result in expenses that are not commensurate with the results obtained. In identifying the target market, wisdom and mature understanding are key. Each of the factors mentioned above must be considered carefully so that you can make the right and effective decisions in carrying out your marketing and business strategies. With a good understanding of your target market, your company will have a greater chance of achieving success in the competitive business world.

2 Changing the Paradigm from Traditional to Digital

The development of technology and the internet has changed the marketing paradigm from the traditional one to a digital era full of new dynamics. Marketers no longer only rely on print media for promotions, but must adapt to new and unprecedented tasks, responsibilities and marketing styles. Marketing in the digital era, also known as Marketing 2.0, introduces a marketing model that prioritizes digital content. This includes strategies such as email marketing, website marketing, and online advertising. Apart from that, the emergence of e-commerce is also one of the main drivers of this change. Marketers must understand how to use digital platforms to reach their target markets effectively.

Marketing continues to transform, and we are now entering the era of Marketing 3.0 or what is often referred to as Modern Marketing. In this era, many marketing options are available, ranging from various types of content to various communication channels with customers. Customer service can also vary from manual to automatic. The existence of technology allows businesses to engage with customers in real-time.

However, the more choices there are and the more sophisticated the technology, the competition is also getting tougher. Therefore, using customers as a promotional medium is one of the main keys to success. Satisfied customers can be effective spokespeople for your business. In facing the complexity of modern era marketing, there are several crucial elements that must be considered:

- a. Social Media. Social media has changed the way of communication between brands and customers. Quality interaction on social media is key. Real-time platforms like Instagram Live, YouTube Live and online webinars allow businesses to connect with customers directly and authentically.
- b. Content Marketing. Content marketing has become an effective way to get in front of customers without being overly promotional. By creating useful and interesting content, companies can build relationships with customers and motivate them to share the content voluntarily.
- c. Mobile Mindset. The dominance of internet access via smartphones requires special attention from marketers. Marketing must be well integrated across platforms, especially on mobile devices, to reach customers wherever they are.
- d. Big Data. The era of big data allows marketers to understand customers in greater depth. Information about consumer needs, habits, demographics and behavior can be used to formulate more effective and targeted marketing strategies.

In facing the challenges and opportunities in the modern marketing era, good data management and appropriate use are key. Companies that are able to manage and analyze data well will have an advantage in creating effective, efficient and relevant marketing campaigns. Changing the paradigm from traditional marketing to digital marketing and then to modern marketing is not an easy task. However, with a deep understanding of relevant trends and strategies, businesses can remain competitive and successful in this ever-changing era.

3 Account creation training

In the midst of rapid technological developments and business trends, pottery craftsmen, which are often run by individuals, groups, small business entities, or even households, have a significant role in the national economy. These small and medium enterprises (SMEs) are one of the main pillars of the Indonesian economy, making a major contribution to the country's economic growth. Even though current market trends tend to shift from offline to online, MSMEs still have great potential to continue to grow and develop. Their existence is vital, because they are able to provide employment opportunities, encourage economic growth at the local level, and create craft products that have high cultural and artistic value.

However, in this digital era, running a business traditionally is not enough. Technology adoption is the key to success. This is a time where online media plays an important role. Online media is a form of communication that uses internet devices to disseminate information and market products or services.

In the context of SMEs, online media is a very effective tool for introducing their products to a wider market. With online media, they can create attractive advertisements and introduce their products more efficiently. The main advantage is the ability to reach a much larger audience, even beyond geographic boundaries.

One important aspect of running an online business is strategy. It is important for MSMEs to design the right strategy for selling online. This includes choosing a suitable online platform, managing inventory well, and ensuring that sales transactions and delivery of goods run smoothly. The ability to adapt to changes in technology and market trends is also the key to success.

Thus, for pottery craftsmen and other MSMEs, implementing online media is not only a necessity, but also a great opportunity to develop their business. It was a wise move to maintain competitiveness and ensure that their unique products could be discovered by more people. Through appropriate efforts in online marketing, pottery craftsmen can remain an important part of Indonesia's economic growth, while maintaining the tradition and art of making beautiful pottery crafts.

CONCLUSION

Community service activities for pottery entrepreneurs in Pulutan Remboken regarding the implementation of digital marketing were successful. The enthusiasm of the participants was seen from the many questions and discussions that took place during the event. The participants expressed their hopes for further education to explore digital marketing techniques in detail. This is proof that community service efforts have created strong interest and awareness in increasing the understanding and application of digital marketing among pottery entrepreneurs.

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