



# HIGHER EDUCATION IN COMMUNITY EMPOWERMENT BASED ON THE STRENGTH OF TECHNOLOGY AND INFORMATION, ONLINE MARKETING SYSTEM APPROACH

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## ABSTRACT

*The chain problem that really stuck up during the Corona 19 pandemic was the limited knowledge/skills and techniques that could be accessed in terms of technology. This aspect is still a fundamental problem for community groups regarding product development technology. Fundamental changes through innovation will bring new markets. These developments eventually create differentiated products and services. This research places Higher Education in community empowerment as an object of basic study in carrying out steps to empower rural communities, with the aim of reviving the community's economy based on the power of technology and information, namely through an online marketing system. This research uses a qualitative descriptive approach with a study of online seller communities that have the concept of empowerment. Methods of data collection through observation, interviews, and documentation as well as the participation of the author, using the data triangulation analysis method, namely grouping the data that has been obtained, then reduced, drawn conclusions, presented with a description systematically so that it can comprehensively describe the steps of empowerment. In this study, it was found that the strategy of Higher Education in community empowerment is through the stages of socialization, the introduction of tools, operations, and segmentation analysis. Economic impacts can be identified through members' contributions to operational empowerment. With this, the concept of collaborative synergies through the dropship system is a new strategy in empowerment, because it can be done from any angle, and can be integrated into various other media marketplaces*

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## 1. INTRODUCTION

The chain problem that really stuck up during the Corona 19 pandemic was the limited knowledge/skills and techniques that could be accessed in terms of technology. This aspect is still a fundamental problem for community groups regarding product development technology. Solving this problem can be pursued, among others, through skills development and business management for people who are members of certain groups to improve the economy of community groups by providing science and technology empowerment assistance regarding product development so that it is better and produces many product choices. Departing from partner problems, through community service programs, together with students, they have carried out counseling and training through improving business management for communities/groups. Likewise, the learning and empowerment process played by students using the mentoring method. (Abdussamad et al., 2020) as an object of basic study in carrying out steps to empower village communities, with the aim of reviving the community's economy based on the power of technology and information, namely through an online marketing system. (Zaifuddin, 2022).

Strengthening the community's economy through MSMEs is one of the solutions to help increase people's income (Waja, 2021). As one of the government's efforts to advance MSMEs, the following are details of the PEN program for UMKM, namely: (1) The Job Creation Law. (2) PEN Program, namely: Interest/margin subsidies, Expenditures for Guarantee Services (IJP), Placement of Government Funds in banking, Guarantee for MSME loan loss limits, Display of MSME final income borne by the government, Investment financing to cooperatives through the Revolving Fund Management Institution (LPDB) UMKM cooperatives, Productive Presidential Assistance Program (Banpres) for Micro Enterprises. (3) People's Business Credit (KUR). (4) Proudly Made in Indonesia National Movement (Gernas BBI). (5) Expansion of Exports of Indonesian Products through ASEAN Online Sale Day (AOSD). (Government's Efforts to Advance Indonesian UMKM | BKPM, n.d.) For long-term programs it concerns structural policies for long-term interests. This policy is not only used to deal with the COVID-19 pandemic but also in the future Industry 4.0 era. Includes short-term policies for MSMEs, namely the introduction of digital technology and training for UMKM actors and workers as well as long-term policies for UMKM to adapt to the use of technology for the production process, the use of digital technology media to promote MSME products, and find potential markets for the products produced. Here it is very urgent to have assistance for MSME actors to be able to take advantage of e-commerce media (online shopping) to sell their products. Data from the Central Statistics Agency show that in 2018 only 3.79 million UMKM (or around 8 percent) used online platforms to market their products. This situation can be a way to increase the number of UMKM that utilize online platforms. The short-term solution that has been implemented by the Government is the National Economic Recovery program, which was announced by the Government through Government Regulation Number 23 of 2020 which was signed by President Joko Widodo (Jokowi) on 9 May 2020. The PEN program aims to drive the economy, protect, maintain and enhance the economic capacity of business actors, both in the real sector and the financial sector, including the micro, small and medium enterprise (UMKM) group. The government has budgeted IDR 695.20 trillion for the cost of handling Covid-19 which is divided into several sectors, namely health, social protection, business incentives, UMKM, corporate financing, sectoral Ministries/Institutions, and Regional Governments. Specifically for MSMEs, a budget of IDR 114.82 T has been prepared.

Community empowerment through the use of digital systems has been driven and researched by academics. However, there are at least a number of studies related to digital-based community empowerment, which the author wants to compare with the studies that are presented in this article. First: Utilizing digital marketing for Micro, Small and Medium Enterprises (UMKM) in the Malaka Sari Village, Duren Sawit, shows that the desire to promote online is quite high, but it's just not accompanied by adequate skills. Meanwhile, their social media has not been fully used for marketing, and the majority of them are integrated with their personal accounts. (Purwana et al., 2017) Second: Financial Technology-Based Community Empowerment (fintech), shows that in several villages in Jatinangor District, residents are still pursuing the field of agriculture and animal husbandry, while the obstacle it faces is the capital system. However, after the presence of PPM in 2019, it was then followed by the socialization of fintech to the community. (Sutrisno, 2018) Third: Development of Digital Media-Based Creative Industries in Surabaya In an Islamic Perspective, is to show that the development of a creative economy is an effort to build benefit, as long as it does not violate the principles of the principle of transactions in Islam can still be allowed, and this is a form of Islamic openness to knowledge. (Rachman, 2019) Fourth: Utilization of Digital Marketing for Businesses, Micro, Small, and Medium Enterprises in the Era of the Asean Economic Community. This study describes the impact of digital marketing on UMKM. The media used are a marketplace, non-marketplace, and other platforms. Based on the results of the study, digital marketing is very helpful in providing information and communicating with customers. But it needs to adjust to the new situation and fast. the results of the research he obtained were quite good strategic impacts regarding market areas, interaction, increasing turnover, and increasing awareness which was getting better. (Febriyantoro & Arisandi, 2018) Fifth: Strengthening the Local Economy in Digital-Based UMKM Actors in Winduaji Village, Brebes Regency. This research specifically analyzes land issues in the utilization of digital media, and digital marketing introduction training for MSMEs, partners, and village officials, where tourism villages are known more widely through these media. The training held is a new breakthrough in improving UMKM as a tourist village. (Yamani et al., 2019) Based on the results of the author's search for similar studies, studies related to digital-based community empowerment have so far been predominantly on the development of Micro, Small, and Medium Enterprises (UMKM). capital (fintech), and information technology. Therefore, universities that are accustomed to using digitization services and online concerned about digital-based empowerment, (Purwana et al., 2017) are interested to study the concept of online dropship marketing, saving capital, and collaborative synergistic systems, because in reality the obstacles a person or groups in an effort to build a business are constrained by capital capabilities. Therefore, it is interesting then that



the empowerment system is carried out by students in order to strengthen the community's economy through digital-based empowerment with saving capital.

## 2. DISCUSSION RESULTS

Conceptually, empowerment or empowerment comes from the word 'power' which means power or empowerment. Therefore, the main idea of empowerment comes into contact with the concept of power. Power is often associated with our ability to make other people do what we want, regardless of their wishes and interests. (Suharto, 2017) Suggests that empowerment is essentially aimed at helping clients gain the power to make decisions and determine the actions to be taken. they do in relation to themselves, including reducing the effects of personal and social barriers in taking action. This is done through and confident phase to use the power that he has, among others through the transfer of power from the environment. (Adi, 2008).

According to Twelvetreets community development is "the process of assisting ordinary people to improve their own communities by undertaking collective actions." It means an effort to help people improve their own group by doing business together. (Suharto, 2014) The scope of empowerment



**Figure 1: The Scope Of Empowerment**

Empowerment programs must be: logical, realistic, and meaningful for the community. Relevant areas: (1) compiling a village profile "resource potential and development". (2) counseling on nutrition, food diversification, sanitation, and environmental health. (3) promotion of local products. (4) strengthening the group "KUBe, KSP, UKM, PKBM, SKB, Posdaya, Posyandu, Poktan". (4) training as needed. (5) environmental services. Empowerment dimensions: culture (behavior change) and social structure (vertical mobility). (Amanah, 2017).

Digital in the Big Indonesian Dictionary (KBBI) is related to numbers or numbering. (Search Results - KBBI Daring, n.t.) However, this term has a different style and has developed into digital marketing, online marketing, internet marketing, and web marketing. Definition of digital marketing is a form of product or brand promotion that utilizes electronic media as a market in the transaction process. (Maryanto, t.t., p.: 3) Digital marketing is a marketing strategy using digital media and the internet. The concept and application of digital marketing are things that are done to boost product sales from a brand. Along with technological advances, trends in the business world are also increasingly varied. One of them is the trend of digital marketing. The trend of the "online market" model is currently growing rapidly, especially in Indonesia. At the same time, the marketplace is now the most strategic destination for both consumers and producers. In addition to a very good level of security in making transactions, the promos offered are quite attractive to potential customers.

Internet is a must, just like we eat where every time and wherever the place we will treat the internet as an obligation. The Internet is quite an influential tool for business. Roger in Rahardjo (2011) reveals the characteristics of the internet as follows: 1) Interactivity, the ability of technological devices to facilitate communication between

individuals such as face to face. Communication is very interactive so that participants can communicate more accurately, effectively, and satisfactorily. 2) Demassification, messages can be exchanged with participants who are involved in large numbers. 3) Asynchronous, communication technology has the ability to send and receive messages at the desired time for each participant. Zhu and Chen in Purwana (2017) divide social media into two groups according to the nature of connection and interaction: 1) Profile-based, namely profile-based social media that focuses on individual members. This group's social media encourages connections that occur because individuals are attracted to social media users (e.g. Facebook, Twitter, WhatsApp). 2) Content-based, namely social media that focuses on content, discussion, and comments on the content displayed. Its main goal is to connect individuals with content provided by a particular profile because the individual likes it (e.g. Youtube, Instagram, Pinterest). Elena said that electronic media is not just a trend, but a revolutionary approach to business concepts. Several factors that strengthen digital marketing are that digital business lasts 24 hours, anywhere a potential customer can access and place orders, continuously increasing the number of potential customers automatically. Another convenience for consumers to switch to online shopping is that it is easy to move or compare from one seller to its competitors. Rather manufacturers. Can inform at the same time sending information to prospective customers or loyal customers about new products or promo products (Sarhini, 2017). Social media has opened doors for businesses to communicate with millions of people about their products and has created new marketing opportunities. (Kusuma, 2022).

The stages of the higher education strategy in community empowerment through online marketing, strengthening the digital-based rural community economy:

a. Socialization and preparation

Stage the initial and most important stage is the socialization of facilities and infrastructure, as well as building the mentality of new members to deal with the complexities of navigating a process. Not a few beginners in the field of online marketing stop in the middle of the journey. Even the sacrifice of time, effort, and material does not matter. However, universities in community empowerment.

b. Stage of Introduction to Tools

Tools at the tool introduction stage, members are provided with knowledge of the terms and methods of use as well as the functions of the tools in the marketplace application. This debriefing stage is not only on theoretical aspects, but members are guided by old members who are already able to carry out promotions, as well as get orders from customers in their stores. This session is session that is quite a challenge for old members or mentors. The majority of the new followers recruited by the community are from the lower middle education level. Some of them even graduated from Madrasah Ibtidaiyah (MI) or the equivalent of Elementary School (SD). The main problem faced by the mentor is the aspect of adjusting the individual participants with the tools and features provided by the marketplace. As a society whose knowledge experience is very limited, old members guide to provide a learning system, which is easy to understand and well received, which requires a lot of patience and patience. The use of media language, which on average uses English, is a particular difficulty for new members. Moreover, the education factor has never been passed. However, the direct practice method seems to be the most effective way in the adjustment process.

c. Operational stage and Segmentation Analysis

This operational stage is the stage of executing several skills that serve as learning guidelines for participants. After new members in the community understand the skills of various media markets and are familiar with the features that the marketplace provides, then they will be guided in the practice of operating the features, for example, uploading products to stores. This section demands not only the skill aspect of operating features but also the artistic acuity in packaging the product so that it is attractive to potential customers and gets a good view. Furthermore, new members are studied to understand the segmentation they want to target. Every market online has a categorization that the marketplace groups. This division is to make it easier for potential buyers to find the product they are looking for. Convenience is the most prioritized competitor keyword for online businesses. In achieving all of this, it takes persistence to find gaps in the various product categories. Because each segmentation has a variety of tendencies. However, in principle, the current development of the nature of the "marketplace" is the basic pattern. Because of that, collaborative synergies are the main capital in the balance of a community. The next skill is to create an effective promo. Each marketplace has a promotional menu provided by the platform. Sellers can take advantage of this privilege with creative reasoning. For example, the frame time is the most dominant setting for increasing traffic, which allows the greatest opportunity to find consumers. In the process of maximizing the ability of members, the mentors accompany them to the level of independence, where the trials are carried out to give the desired results. The concept of this kind of assistance looks quite significant for people who are less experienced in social media. Intense assistance will give good results, despite the limited knowledge of the community.

d. Regulatory System Management in the Community (Arifin, 2018)



The basic principle of Higher Education in community empowerment is collaborative synergy. The members and especially the village community do not own product materials or production facilities. So far, the community uses a facility called a second party, or the most popular term is the first party as a supplier, the second party as a reseller, and the third party as a drop shipper. Another concept attached to the village community is saving capital because most of the products have been managed and provided by the village community head, who is the first online marketing organizer and innovator in the village community. This concept is the basis of Higher Education in community empowerment, which forms the basis for the formation of digital-based empowerment communities. The ordering system for products sold by members of the village community is done manually. Payment is adjusted to the amount or nominal that must be paid to the manager. The manual payment system in question is outside the marketplace and is regulated by the community leader with an integrated delivery service system. The manual payment system is a financial regulation of orders according to customer orders in the store account of each individual village community. Payment via transfer to the manager according to the list of goods or shopping products deposited with the admin. In addition to financial management, is the regulation of the return system for defective goods. Products that are damaged or not according to the order are automatically the responsibility of the manager. Payments are accumulated in full and then converted to the next order. Members of the village community are not burdened with defective products, which are returned by the customer to the seller. The management of the village financial system is family-friendly. Problem goods returned by the buyer to the seller are recorded and processed for other orders.

e. Community compensation and empowerment programs

Members of the village community are required to set aside a portion of the profits from the sale. The income is accumulated in the community, then jointly managed for social activities. The program is carried out after the month of Ramadan because members who are outside all return to their villages. The following programs have been realized by the community: 1) Benefit for underprivileged families is a social activity that aims to help the community from an economic perspective. The form of compensation is in the form of groceries and money. Last Ramadan, the community reached out to underprivileged families with a nominal value of around IDR 100,000 per family receiving compensation. As a community that grows in the village, this compensation makes a deep impression on the recipient. The ability to innovate that generate money provides motivation for youth from other villages. 2) Renovation assistance for building houses of worship, al-Qur'an donations, etc. At the same time, the College with students participates in the construction of public facilities. The assistance that the community has provided is in the form of cement or tools for building places of worship for the community. Funding participation is a form of social-religious participation, which the community provides in a material form. This participation is part of developing resources in providing worship facilities, with the aim of increasing the moral quality of society. 3) Compensation for orphans or orphans. Universities in community empowerment have a concern about improving the quality of generations. The first step is to break the poverty chain through compensation to minimize the needs of parents and children. The village community compensation that has been realized is in the form of basic food assistance and cash. This aims to meet the needs of the school so that their "orphans" education continues. Providing assistance to orphans by the village community is part of the solidarity efforts of online sellers. Even though it is in the form of charity, the positive.

### 3. CONCLUSION

Digital-based community empowerment (Rachman, 2019) is an effort to improve the quality of life for a more dignified and prosperous society. Technology-based empowerment strategies are more effective with training held by various agencies, which are not only focused on Micro, Small, and Medium Enterprises (MSMEs) (Yamani et al., 2019), Fintech, and various theoretical socializations. The digital-based empowerment method and training system in it, in which new members are guided from the basics, through various stages on an ongoing basis. The strategy used is by utilizing the dropship feature, which is then integrated into various other media marketplaces. The concept is quite successful in minimizing rural and urban social mobility. The economic impact can be identified through the contribution of funding from members to the operational empowerment of village communities and the community environment. With one conclusion that the concept of collaborative synergies through the dropship system is a new strategy for empowerment because it can be done from any angle.

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