Training on Installation and Use of Woocomerce in Developing MSME Product Marketing in Palembang City

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Abstract

Improving the economy and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) is the main focus in regional development, including in the City of Palembang. In the context of globalization and digitalization, e-commerce platforms such as WooCommerce have become a potential tool for expanding the market reach of MSMEs. This activity aims to provide understanding and skills to MSME actors in installing, configuring and managing online stores using WooCommerce as a marketing development tool for MSME products in Palembang City. In this context, the main problem formulation is the extent to which MSME players understand and master WooCommerce, the obstacles they face in using it, and the impact of training on increasing competitiveness, product sales and local economic growth. The methods used in this activity are by using training methods, surveys and data analysis. This activity is expected to help MSMEs utilize the potential of WooCommerce to the maximum. Apart from that, this research also measures the positive effects of training in terms of creating new jobs and regional economic growth. It is hoped that the results of this activity can provide guidance for MSME players and stakeholders in developing the marketing of MSME products in Palembang City through e-commerce platforms. Then the socialization results were published on Poltekbang Palembang social media and community service journals. So, it can be concluded from the results of this activity that all participants are able to create online stores in accordance with the guidelines and can increase sales.

A. Introduction

Improving the community's economy is very important in the development of a region (Djadjuli, 2018; Habib, 2021; Putra, 2016). In the context of economic development, Micro, Small and Medium Enterprises (MSMEs) have a crucial role in creating jobs, driving the local economy, and reducing poverty levels (Nasrida et al., 2023; Nurhidayanti et al., 2023; Putrie et al., 2023; Rezky, 2023). In Palembang City, as

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one of the economic centers in South Sumatra, MSMEs have a significant contribution in advancing the regional economy.

In the era of digitalization and globalization, marketing of MSME products has experienced enormous changes. The presence of e-commerce platforms has enabled MSMEs to expand their market reach at the national and even international level (Darmastuti et al., 2023; Kondoj et al., 2023; Pradoso, 2023; Rahmawati & Ikaningtyas, 2023). One very popular e-commerce platform is WooCommerce, which is an e-commerce plugin for the WordPress platform. WooCommerce provides various features that enable MSMEs to easily run their online business (Fatin & Juanita, 2022; Ilyas et al., 2022; Irsyad et al., 2020; Pratama & Diana, 2021).

However, despite the great potential offered by WooCommerce, there are still many MSMEs in Palembang City who do not understand how to use it. There are still obstacles in terms of installation, configuration, online store management, and product marketing strategies using WooCommerce. Therefore, efforts need to be made to provide training and guidance to MSMEs in Palembang City so that they can make good use of the potential of e-commerce.

This dedication is also in line with the dedication Manongga et al (2022) about "community service in empowering MSMEs by implementing websites using elementor plugins as promotional media" which explains that the creation of a platform in the form of a website for promotional media, which is projected to help MSMEs increase sales and continue to run their businesses in the face of the Covid-19 pandemic.

This community service activity with the title "Training on Installing and Using WooCommerce in Developing MSME Product Marketing in Palembang City" aims to provide understanding and skills to MSME players in installing, configuring and managing online stores using WooCommerce. With a strong understanding of this platform, it is hoped that MSMEs in Palembang City can be more effective in marketing their products, increase competitiveness and increase sales.

Apart from that, this activity is also expected to help create new jobs, especially in the fields of information technology and e-commerce, so as to reduce the unemployment rate in Palembang City. Apart from that, by expanding market reach through e-commerce platforms, MSMEs in Palembang City will also support regional economic growth and increase people's income. Through this activity, it is hoped that MSMEs in Palembang City will be better prepared to face challenges in the digital era and can compete effectively in an increasingly competitive market. This community service activity is one of the concrete steps in supporting local economic development and improving community welfare in Palembang City.

B. Research Method

Training on the Installation and Use of Woocomerce in the Development of MSME Product Marketing in Palembang City was carried out in the TRBU Classroom of the Palembang Aviation Polytechnic. This training activity will be held on Wednesday, May 28, 2023 at 08.00 – 17.00 WIB. The population of participants who participated in this training was 20 participants who were MSME owners, 7 lecturers, 4 practitioners, 5 cadets from Palembang City. The speakers consisted of lecturers and practitioners of Palembang Aviation Polytechnic, namely Fitri Masito, S.Pd., MS. ASM, Sukahir, S.SiT., MT, Dr.Rr. Retno Sawitri W, S.SiT., M.MTr., Yeti Komalasari, S.SiT., M.Adm., SDA, Dwi Cahyono, ST, MS. ASM, Gilang, Nabil and Wahid. The form of assistance provided is in the form of Woocommerce training as a buying and selling website, hosting and domains as well as prizes for outstanding participants. The method used in this service is by using training methods, surveys and data analysis, this activity is expected to help MSMEs utilize the potential of WooCommerce to the fullest. In addition, the study also measured the positive impact of training in terms of new job creation and regional economic growth.

C. Result and Discussion

General description

This community service activity carried out at the Palembang Aviation Polytechnic is a collaboration between lecturers, practitioners and the Palembang Branch of the Indonesian Muslim Entrepreneurs Community (KPMI)..Participants who take part in community service activities are MSMEs who live in the city of Palembang. The number of participants who took part in this activity was around 36 people consisting of 20 participants who were MSME owners, 7 lecturers, 4 practitioners, 5 cadets who came from the Palembang Aviation Polytechnic.

Figure 1. Airport Engineering Technology Study Program Classroom

Socialization Tool

The media used in this community service activity is by distributing the Woocomerce website to training participants. The equipment used, whether distributed to participants or simply demonstrated, includes:

Table1. Community Service Equipment

No	Equipment	Benefit
1	Brochure	Give Informationregarding WooComeerce Installation Training activities for training participants.
2	Hosting and Domains	As a virtual server and management of buying and selling shop websites for 20 MSMEs.
3	Classroom with internet network	As a learning tool for Woocommerce training

1. Implementation of Socialization Activities
   1. Preparation
   a. This community service activity was prepared by the lecturer team long beforehand by involving

management, cadets and also coordinating with the Indonesian Muslim Entrepreneurs Community, Palembang City Branch as the participant provider.

b. Lecturers, practitioners and committees coordinate to prepare everything needed to carry out community service activities, such as flyers, permits, classrooms, domains, training modules, pre-test and post-test questions, food, prizes, certificates and activity reports.

2. Implementation

   a. The implementation was carried out on Sunday, May 28 2023 in the Palembang Aviation Polytechnic Airport Engineering Technology DIV Study Program classroom.

   b. The activity started in the morning at 08:00 and was opened by the Deputy Director II, namely Dr. Rr. Retno Sawitri Wulandari and continued with remarks by the Chair of KPMI Cab. Palembang is Mr. M. Doni Agusta, SE, MM.

   c. Providing Souvenirs from Poltekbang Palembang to the Indonesian Muslim Entrepreneur Community.

   d. A pre-test was carried out for all participants guided by a team of lecturers and cadets.

   e. WooCommerce Installation and Restore material was delivered by a team of lecturers and practitioners from Poltekbang Palembang who explained that WooCommerce Installation and Restore is an important process in using the WordPress e-commerce platform. WooCommerce is an e-commerce plugin that allows you to create and manage online stores. Recovery in the context of WooCommerce may refer to restoring store data in the event of problems or data loss.

   f. A post-test was carried out for all participants guided by a team of lecturers and cadets

3. The closing of this community service activity closes at 17:00. Closed by the head of the service team, Mrs. Fitri Masito, S.Pd., MS.ASM together with Mrs. Dr. Rr. Retno Sawitri Wulandari as Deputy Director II. Before the closing activity, prizes were given to outstanding participants who had successfully followed the learning to completion, which was marked by the completion of the online shop they had created during the one day of the activity.

Table 2. Pretest Results

No	Name	Type of business	Score	PRETEST									
				Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	Agus Maryadi	Mbakmis sijab	7/10	C	B	A	A	A	A	A	A	B	B
2	Rano	Tutoring	7/10	C	B	A	C	A	B	A	D	B	C
3	Rhesky Haryasi	snack	8/10	C	B	A	A	A	B	A	A	B	B
4	Gustra Nugraha	Wepao Bakpao	8/10	C	B	B	A	A	B	A	B	B	B
5	Igun Bagus Saputra	beautiful asyaa gallery	6/10	C	B	B	C	B	B	A	D	B	B
6	Sarah Diba	Pempek Sarah and processed coconut	6/10	C	B	C	C	B	B	A	C	B	B
7	Taslimin	Archipelago Snack Outlet	7/10	C	B	A	A	A	B	A	A	B	B
8	Tika Widiya	Tour Travel	8/10	C	B	A	A	B	B	A	D	B	B
9	Donny	Educational Services Institution	8/10	C	B	B	A	A	B	A	A	A	B
10	Bambang Irawan	Muslim fashion	7/10	C	B	B	A	A	B	A	A	B	B

No	Name	Type of business	Score	PRETEST									
				Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
11	Beni Irawan	Bin Bilal Tour & Travel	8/10	C	B	B	A	A	B	A	A	C	B
12	Rifnisa	Rifnisa's	6/10	C	B	A	A	A	B	A	A	A	A
13	Salman Farizy Siregar	Drink	7/10	C	B	A	A	D	A	A	A	B	C
14	Ade Agustian	Bin Bilal Tour & Travel	8/10	C	B	B	A	A	B	A	A	C	B
15	Endang Susanti	Sanshijab	7/10	C	B	B	A	A	B	A	A	B	B
16	Andrian Saputra	Printing, services, procurement	7/10	C	B	A	D	A	B	D	A	A	B
17	Ria Apriliani	Bin Bilal Palembang Umrah Travel	6/10	C	B	B	D	B	D	A	A	B	B
18	Asafrani Gani	Culinary	7/10	C	B	D	A	D	B	A	C	B	B
19	Dinda Ratri Tasabyte	Bin Bilal Tor Jambi Umrah Travel	8/10	C	B	A	D	A	D	A	A	B	B
20	Adi Wicaksono	Pempek Duo Bidek	7/10	C	B	A	A	A	B	A	A	B	A

Based on the results of the pre-test given to training participants before being given the material, the pre-test results showed moderate variation with a score range of 6-8 from the 10 questions given. A lower score during the pretest indicates that there are several areas that require more attention in the training process that will be given during training. This can be a focus in developing teaching strategies that focus more on aspects that are still poorly understood by some participants during the pre-test.

Table 2. Posttest Results

No.	Name	Type of business	Score	POST TEST									
				Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
1	Rhesky Haryasi	Selling Snacks	9/10	C	B	B	A	A	B	A	A	B	B
2	Taslimin	Archipelago Snack Outlet	9/10	C	B	C	A	A	B	A	A	B	B
3	Endang Susanti	Sanshijab	9/10	B	B	A	A	A	A	A	A	A	A
4	Gustra Nugraha	Wepao Bakpao	9/10	C	B	B	A	A	B	A	A	B	B
5	Agus Maryadi	Missmissijab	10/10	C	B	A	A	A	B	A	A	B	B
6	Igun Bagus Saputra	Indah Asyaa Gallery	8/10	C	B	B	A	A	A	A	A	A	B
7	Dinda Ratri Tasabyte	Bin Bilal Umrah Travel, Palembang branch	9/10	C	B	A	D	A	B	A	A	B	B

No.	Name	Type of business	Score	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10
								POST TEST					
8	Ria Apriliani	Travel Bin Bilal Palembang	8/10	C	B	A	D	A	B	A	A	B	B
9	Donny	Educational Services Institution	9/10	C	B	B	A	A	B	A	A	B	B
10	Asafrani Gani	Culinary	9/10	C	B	B	A	A	B	A	A	B	B
11	Rifnisa	Rifnisa Shop	10/10	C	B	B	C	B	B	A	A	B	B
12	Bambang Irawan	Muslim fashion	9/10	C	B	B	A	A	B	A	A	B	B
13	Ade Agustian	Yaa Bunayya Islamic School	9/10	C	B	B	A	A	B	A	A	B	B
14	Rano	study guidance	8/10	C	B	C	A	A	B	A	D	B	B
15	Adi Wicaksono	Pempek 2 Bidek	8/10	C	B	B	D	A	B	A	A	B	A
16	Salman Farizy Siregar	Beverages	8/10	C	B	B	A	A	B	A	B	B	B
17	Sarah diba	Sarah's Pempek	9/10	C	B	A	A	C	B	A	A	B	B
18	Beni Irawan	Bin Bilal tour Jakarta	8/10	C	B	A	A	A	A	A	B	B	B
19	Tika Widiya	Tour and Travel	9/10	C	B	A	A	D	B	A	B	B	C
20	Andrian Saputra	contracting, services, procurement	8/10	C	B	A	A	B	B	A	A	A	B

Based on the results of the post-test activity "Training on Installing and Using WooCommerce in Developing MSME Product Marketing in Palembang City", the majority of participants showed good to very good understanding of the training material, namely achieving a score of 8-10 out of 10 questions. This can show that there is: (1) High Level of Understanding: Most participants received high scores, reflecting a strong understanding regarding the installation and use of WooCommerce in marketing MSME products. (2) Consistent Understanding: Consistent scores between participants indicate quality and consistency in understanding the training material. (3) Challenges for Some Participants: Even though the majority of participants got high scores, some participants still had room to improve their understanding of the topic.

Overall, the high post-test score indicates that the training activities contributed to a good to very good understanding of the application of WooCommerce in marketing MSME products in Palembang City. Potential for further improvement in understanding could be focused on participants who scored lower to ensure uniformity of understanding. This devotion is in line with the devotion carried out by Jauhar et al (2023), which states that the majority of NA cadres have a good interest in utilizing e-commerce as a marketing strategy for goods and services. Based on initial identification, NA requires business development using technology to be able to compete with new businesses. Currently, the marketing strategy used is still using conventional methods. This activity can be used as an intervention to increase entrepreneurial interest by using e-commerce. This activity really needs to be carried out regularly in order to increase integration in the world of entrepreneurship.

D. Conclusion

The conclusions from the training activities for installing and using WooCommerce in developing marketing for MSME products in Palembang City are: a) Based on the results of the pre-test and posttest, there was a significant increase in the value of understanding learning outcomes, b) All participants were able to create their online shop according to the guidelines taught by the Palembang Aviation Polytechnic community service team, c) This training provides a valuable opportunity for MSMEs to understand how to effectively use e-commerce platforms such as WooCommerce to manage and market their products

online, d) With this training, MSMEs can increase sales, operational efficiency and access to a wider market through an online presence, and e) This opportunity also allows MSMEs to build a better reputation and better face changing business trends.

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