

## Online-Based MSME Development for Increase Economic Resilience of the Plinggisan Village Community Pasuruan

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**ABSTRACT**

In the Indonesian economy, Micro, Small and Medium Enterprises (MSMEs) are group businesses that have the largest number, as the front guard of MSMEs has role in Indonesia and even ASEAN. Study This aim, for analyze effort Arga MSME development Motorcycle Accessories and their influence to resilience economy public village. Types of research This is qualitative use approach descriptive. Source of data obtained are primary data and secondary data. Data collection techniques with observation, interviews, and documentation. Data analysis techniques using data reduction, data exposure and withdrawal conclusion. Research result showing that effort MSME development can done with maintain quality and existence products, innovation to products, increase more market wide, and use technology so that can increase resilience economy public village.

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## Introduction

Micro, Small and Medium Enterprises (MSMEs) have a very strategic role in the development national economy, esp contributing to growth, absorbing power work, and distributing development results. In the crisis economy that has occurred in our country since the number of last year, where Lots business scale many businesses have experienced stagnation or even stopped their activities in the Micro, Small and Medium Enterprises (MSME) sector, it has proven tougher in the face of the crisis (Amalia et al., 2012). Micro, Small, and Medium Enterprises (MSMEs) are expected to contribute actively to developing something area /region so can increase their business as well as minimize unemployment in an area. However, many Micro, Small, and Medium Enterprises (MSMEs) are moderate face several personal-related development issues. Although many MSMEs are established, his business has no development, experience loss, and has even ended with closed it business. Apart from that, of the 245 thousand potential MSME units in Indonesia, only 12 % have implemented technology information. Weak access to technology information results in Lots of opportunities for business that cannot be utilized (Bappenas, 2004).

Several studies have previously offered strategies for developing Micro, Small, and Medium Enterprises (MSMEs), as Hamid proposed MSME development strategy must support all individuals or groups. Support expected to come from association business, college, high, and institutions related to the district/city. Policy government is also needed to push the development of MSMEs (Hamid, 2011) . Whereas Amalia's research provides offer alternative strategies such as: using modern technology for increase production, maintenance quality product, develop businesses that use it help finance from government, provide training to employees, recruiting expert, accounting administration and finance, work The same with trader wholesaler others, improve promotion via the internet, offers product to organization or group work, improve quality service customers, improve design creative and interesting, increase capital with give loan to government through BUMN, and improve channel distribution (Amalia et al., 2012) .

The strategies offered by several researchers previously have not yet touched the core problems of MSMEs are: marketing in the middle competition and environment tight and fast business changed. So, strategy development possible for business done is with MSME transactions via the internet or by online. Transaction business via the internet is One phenomenon business new. One of internet benefits as means introducing and marketing product goods or service. From the side financial online marketing is very promising For development something business. Marketing carried out that is through system interactive online computers that connect buyers and sellers in a way electronic is part most importantly from e-commerce or trading processes in a way electronic with using websites, blogs or social media (Rahmah et al., 2022).

Digital marketing helps companies or perpetrator business in promote and market products and services they are and are capable expanding previously existing new markets closed or limited Because exists limitations time, distance and method communicate. The presence of digital marketing is very important help MSMEs market the product especially moment public given room limited movement, so makes it easier they in fulfil need as well as activity his business. The digital world is rated Already No foreign and has been very popular wider community (Hasan et al., 2021). Some very common social media used as a medium for online marketing ie among them that is Facebook, Instagram, YouTube, and Twitter as well e-commerce services such as Lazada, Shopee, Tokopedia, and others (Prabowo, 2018).

According to Indiani and Fahik (2020) stated that social media is good way For interact with customers and have a number of benefit that is can increase satisfaction and loyalty customers, increasing visibility business, save costs and improve visit business. Naturally matter this will also be very useful in the future because of the perpetrators business Already start used to with use help technology For makes it easier in marketing product and pressing cost promotional conventional. Progress technology moment This Already No regardless from activity daily society in general Because technology can help and

encourage man in do more activities fast and easy (Indiani & Fahik, 2020). Now MSME businesses are online one of them is involved in the Indonesian people namely in the Pasuruan Region, good city residents and the people of Plinggisan Village is A villages located in the District Kraton Regency Pasuruan, East Java Province. Unique although in area eye livelihood its people as farmers, however No entirely dedicate life they as a farmer but there are also those who choose for entrepreneurship with establish House industry (*home industry*). One of the online MSMEs in Plinggisan Village is Arga Motorcycle accessories that have a number of online shops include Shopee, Lazada, Tokopedia and Bukalapak with recruiting amount many employees from neighbor around so that can contribute to resilience economy village local .

Based on background back above, research This aim For give description efforts made Arga Motorcycle Accessories for develop online MSMEs in the Village area and analyze impact to resilience economy the people of Plinggisan Village, District Kraton, Regency Pasuruan, East Java Province .

## Method

Types of research This is study descriptive qualitative. Deep engineering determination Informant use purposive sampling method. Respondent in study This covers Informant key (Key Informant), namely someone who has information principal as well as understand so that can share necessary information in study (Moleong, 2013). Key Informant who will become an internal target study This as many as five people. Source of research data This consists of primary data from results interview MSME owner Arga Motorcycle Accessories and secondary data namely the data obtained from MSME owner Arga Motorcycle accessories in the form of written data and photos. The data collection method uses observation, interviews, and documentation. Whereas technique data analysis using Miles Huberman's analysis with stages data reduction, data presentation, and withdrawal conclusion.

## Results and Discussion

### Arga Online MSME Development Strategy Motorcycle Accessories in Pelinggisan Village Pasuruan

Arga Online MSMEs Motorcycle Accessories was founded in 2020 by Mr. Muhammad Wahyudi and Mrs. Fitri Nur Diana with amount 8 employees, engaged in online and offline selling various type motorbike accessories and quantity stock product about 100 items. MSME Arga Motorcycle Accessories have a number of online shops include Shopee, Lazada, Tokopedia and Bukalapak. Owner of this MSME start his career as a teacher at Al Yasini Islamic Boarding School, early he operate the online business Because just for fun selling on social media accounts, namely Facebook, then business the develop fast with exists too much cod offer high, finally the owner decided For open home business with recruiting employee from neighbor around. Initial capital from business the that is from the owner's brother runs it business similar.

Arga online MSMEs Motorcycle Accessories in period 2 years time do expansion marketing in online marketplaces consisting of from Shopee (2 stores ), Lazada (3 stores ), Bukalapak (1 store ), and Tokopedia (2 stores ). And along walking business the price capable develop his business until own stock product totaling 350 product items. Income Arga Motorcycle Accessories from every account that is around 25 million per week from each account on social media with initial capital that is around 100 million rupiah in the form of product.

Position business small inside Indonesia's economy is becoming the more important, esp after crisis hit Indonesia. Crisis has prove it that Power hold MSMEs more tough when compared to with most business big. Besides that equality will more effective through development business small Because large in number and general in nature congested work. Before define efforts made For MSME development, owner business moreover formerly must know problematic What just have to confronted and analyzed in developing MSMEs.

Musa Hubeis (2015) stated problems, opportunities and development of MSMEs in economy national and global shows things what is necessary strengthened in dating business (able or no survive ) and what efforts is necessary? developed in the future, in frame reach perspective of potential and dynamic MSMEs. Problem classic and basic for example limited capital, human resources, development products and access marketing is frequent problems become constraint in existence discovered among perpetrator umkm. This was also found among MSMEs in the village elimination, growth and development of MSMEs in the village the constrained by rotation between capital and marketing, that is not balanced so that often ongoing development of MSMEs slow.

The problems in general in the MSME sector are: role and function agency related in finish problem related basis with problems continuation, like procedure licensing, taxation, collateral and applicable law become problem advanced like introduction and penetration of export markets that are not yet optimal, lack of understanding design suitable product with market character, problems relevant laws licensing, patent rights and procedures contract .In accordance with description Hubeis above in accordance with results research on Arga MSMEs Overhead Motorcycle Accessories Pasuruan is one of them related aspects with problem general marketing faced by MSMEs are pressures competition, both in the domestic market from products similar artificial business big, nor product import and in the export market.

MSMEs in facing two problems main in aspect financial, namely initial capital mobilization and access to working capital investment, as well financial period long consequences scale small economy. Capital owned by entrepreneurs small often not sufficient for the production, especially investment (expansion capacity production or replacement old machines) although in general the initial capital sourced from your own capital or informal sources. Human resource limitations are one of them constraints serious MSMEs, especially in aspects entrepreneurship, management, engineering production, product development, design engineering, accounting, data processing, research, and engineering marketing. All skill this is very much needed For maintain and/ or repair quality product, improve efficiency and productivity in production, expanding market share and penetrate new markets .

Limitations material standard and input other often be one constraint Serious for growth and continuity production for many MSMEs or MSME centers in a number of areas sector industry manufacturing, e.g shoes and production experienced textiles difficulty For get material standard or input, consequence depreciation mark swap rupiah currency against foreign currency ( eg dollar, euro or yuen). MSMEs still use technology in form machines old (manual). Backwardness technology This no only cause low total factor productivity and efficiency in the production process, but also low quality products made. Limitations of MSME technology is caused by many factors, among others, limited investment capital For buy new machines to perfect the production process, limited information about development technology (new machines and tools production new), as well as limited human resources available to operate new machines and innovate in product and production processes.

Apart from that, the lack of ability of small businessmen for determine a pattern appropriate for management with the needs and stages of development his business, so business management becomes limited. In terms of this, management is art that can used or applied in maintenance activities, whatever, because in set activity will there is an element of planning, implementation and supervision. This matter, added with partnership, refers to understanding Work the same between entrepreneurs with different levels, viz , between small businessmen big. Partnership Alone means that although his levels different, the relationship that occurs is equal (as partners), no form of relationship, which is a manifestation patron-client relationship (Laura Hardilawati, 2020).

Therefore, the owner of Arga Motorcycle Accessories do several effort to develop UMKM among them:

a. Maintain quality product

Product is part most importantly A effort, deep start business. Quality product is element main that needs to be noticed by the perpetrators business. Specifically for real business people want to maintain business in the middle fierce online market competition. Maintain quality product own very big influence to A effort, when quality product always awaken with Good so will foster a sense of trust from customers. Based on results of interviews conducted with one informant about effort Arga MSME development Accessories that is according to Mrs. Fitri Nur Diana as owner of UMKM Arga Motorcycle Accessories, explained that:

"Efforts made For developing Arga MSMEs Accessories that is with maintain quality marketed products as well as maintain existence products on the online market. Apart from that, Arga Always Motorcycle Accessories give innovation to marketed products like produce Alone products import".

The statement, supported with Mr. Wahyudi as the owner also added the opinion that:

"Efforts made For developing Arga MSMEs Accessories that is with build warehouse for dropping several existing items direct to warehouse lazada." Actually, there are also plans forward that is move stores and employees Work to city of Sidoarjo, however from facet place We Still have difficulty. Because in Sidoarjo makes it easier party lazada for take goods that have been packed."

Based on results interview above in accordance with statement that Developing MSMEs requires the right steps and strategies. Because many MSMEs are established However his business No develop, experienced loss, and even end with closed it business the .

b. Maintain Existence Product

In fierce competition business in the online market, the actors business sued For always maintain existence marketed products . Such conditions This become challenge separately for the perpetrators business For success and smoothness his business.Among them capable follow trend or online market development.Efforts to follow current trend develop means know interest consumer moment this and try to fulfill it For win the satisfaction consumer. Maintaining existence product Arga MSME accessories in Pasuruan is something important task For supporting development industry small and medium in Pasuruan.MSMEs must ensure that product resulting from accessories own good quality. This matter can done through the use ingredients quality and production process.MSMEs must always monitor needs and desires consumers. They need capable adapt products and services they to change market trends.

So from an effective marketing strategy is very important covers covering image strong branding, online and offline promotions, as well as involvement in exhibition or related events industry. Identify and enter new markets, whether at regional, national, or even international, yes help expand range products and improve sales. Apart from that, MSMEs must focus on development and improving quality products. This matter can cover use material standard quality, high, technical careful production, and supervision strict of quality. That goal is useful for the existence development of the Good in a way local and regional.

c. Innovation to product

Innovation product can be interpreted as efforts made perpetrator business maker product to improve, improve and develop products produced during this. Innovation process. This must keep going done so that the product becomes Keep going develop, have increase, up to reach perfection, which can be done with method utilizes knowledge and technology. The customers will keep going demand owner business to fix everything need customer. Demands customer. This will force owner business For do innovation in products. Products provided innovation This will give new and future features and developments will interest customers.

## **Influence of Arga Online MSMEs Accessories To Economic Resilience of the Plinggisan Village Community**

Resilience economy public is important aspect from well-being social and economic guarantees that individual and group own source required power and capabilities for face challenges and build a brighter future Good. Resilience theory economy public refers to the framework conceptual used For understand and analyze influencing factors ability public For survive and adapt to pressure or shock (Fauzi, 2023). Resilience economy public refers to ability individual, families, and community for survive and adapt to pressure or shock economy. This includes a number factor affecting prosperity and stability economy individual and group in period long. Development of Arga MSMEs Accessories can own influence significant positive to resilience public surroundings. Development of Arga MSMEs Accessories, if managed with good and sustainable can become the driving force growth economy local and strengthening resilience public around. This matter give impact broad and sustainable positive to prosperity and sustainability economy the. MSMEs can develop create opportunity work for public around. This matter can reduce level unemployment local and improve well-being economy public.

MSME Arga Motorcycle Accessories have employee A total of 8 women came from from village local, from amount employee the can is known How influence the existence of Arga MSMEs Accessories to resilience public economy. Based on results interviews conducted explain that for 2 years works at UMKM Arga Accessories Can fulfil need live and help parents ' economy.The need already exists fulfilled from salary earned during Work among them Can buy jewellery, help fulfil need daily as well as have future savings. According to a number of power working at UMKM Arga Motorcycle accessories capable help obligation as bone back where is the family. All need daily must fulfilled with Work hard Alone. During Works at Arga Motorcycle Accessories are very helpful economy House the stairs among them that is help economy husband as well as also for fulfil need his children (Indrawati & Rachmawati, 2021).

This matter in accordance with study Semaun (2018) that with exists work new and potential income addition from business independent, community around own access to source Power more finances big. This matter can increase ability they For fulfil need basic and improving quality life (Semaun, 2018). Statement the supported with results research carried out Zunaidah (2021) that With increasing income and access to work, society around can repair standard life they.This can covers enhancement in access to education, health and facilities general other (Zunaidah et al., 2021).

Being resilience economy reflected in condition life economy nation, which contains ability look after stability healthy and dynamic economy as well as ability create independence economy with Power competitive high and manifest fair and equitable prosperity of the people. With Thus, development economy directed to steady resilience economy through creation climate healthy business as well as utilization knowledge knowledge and technology, availability goods and services, maintenance function environment life as well as increase Power competitive in scope global competition.Therefore That is, the existence of Arga MSMEs Motorcycle accessories are very influential as factor main in fulfil as well as maintain resilience economy public.

Based on Plinggisan Online MSME data related with resilience economy public village fringe In 2022, as follows:

No	Indicator	Achievement	Impact Resilience
1	Labor	Unemployment rate in the village extermination decrease	Majority power working at UMKM Arga Accessories contributed from power Work local from public village Elimination Pasuruan
2	Income	Villagers Elimination own sourced steady income from	Villagers Elimination Pasuruan own enhancement possible income used as enhancement economy family

		MSME Arga Accessories Pasuruan	
3	Independence	Society has independence in marketing and development Arga MSME products Accessories	Pelinggisan Village Community own Power creativity and independence in increase development of Arga MSMEs Accessories

Successful MSMEs can push an independent economy in public. This matter can reduce dependency to help external or social programs. Involving the public in the development of MSMEs can give more control big on the asset economy in their region alone. Development of Arga MSMEs Accessories, if managed well and sustainably, yes become the driving force growth local economy and strengthen the resilience public around. It delivers impact broad and sustainable positive on prosperity and sustainability economy the community.

## Conclusion

Based on results research and discussion, then researcher interesting conclusion as as follows: 1) Development efforts carried out by Arga Motorcycle Accessories are maintain quality product, maintain existence products, innovation to products, increase more market wide through digital technology with open stall on various social media, using facility supporter like providing laptops, 2) Arga online MSMEs Motorcycle Accessories are influential to resilience economy the people of Plinggisan Village Where can help economy House ladder public around .

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