

KKM-PKM and the Digital Age: Connecting Technology with the People of Padi Hamlet, Wajok Hilir Village

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ABSTRACT

This research aims to explore the KKM-PKM program (Kuliah Kerja Mahasiswa-Pengabdian Kepada Masyarakat) nature of connecting technology with the community in Dusun Padi, Wajok Hilir Village. The background of this research is driven by the rapid development of digital technology that has not been fully utilized by the village community, through a participatory approach, this research identifies community needs and potential technologies that can be applied. The research method used is a qualitative approach with data collection techniques through interviews, observations, focus group discussions (FGDs) with local residents, and literature studies from previous research. The results showed that there was a gap in knowledge of digital technology among the people of Padi Hamlet. However, through the KKM program, students successfully introduced relevant digital applications and tools, such as the use of social media for marketing local products and digital skills training. The conclusion of this study confirms that the KKM program not only contributes to the improvement of technological knowledge in the community, but also strengthens social and economic connectedness. Recommendations for further development include the need for continuous training and support from local government to facilitate technology adoption in rural communities.

Keywords: *community service, marketing, digital, technology, kkm-pkm*

INTRODUCTION

The rapid development of digital technology has brought major changes in various sectors of life, including the economic and social management of society. Technology plays a role not only as a communication tool, but also as an important tool in supporting economic growth through digital marketing and financial management, which facilitates economic activities. In Indonesia, the application of this technology is an effort to increase productivity and competitiveness in the micro, small and medium enterprise (MSME) sector.

In Dusun Padi, most of the community works as MSME players, indicating that they are involved in small and medium businesses that continue to grow. However, MSME players need to adapt to the rapid development of digital technology. Digital marketing is one way for MSMEs to develop quickly, but many still do not understand its function and how to utilize it effectively. According to Khairunnisa (2022), digital marketing is done online with the help of internet media. Therefore, training related to poster design, social media account management, and appropriate marketing strategies are needed.

In addition to marketing, financial management is also a challenge for MSMEs in Padi Hamlet. Digital financial management enables automation of financial processes, improving efficiency and data accuracy (Ramiyanti et al., 2023). By using accounting software or digital financial applications, MSMEs can record financial transactions more accurately. However, low financial literacy can pose risks to the use of digital finance, such as fraud or illegal online loans. Therefore, training is needed so that MSME players can understand and manage their finances better.

Financial management can be defined as the process of planning, controlling, and making financial decisions carried out by a company to manage its financial resources effectively and efficiently. The financial management function includes three main aspects, namely financial planning, financial control, and financial decision making (Ompusunggu & Irenetia, 2023). Financial planning is an important step that aims to develop long-term financial goals, which are indispensable to ensure smooth operations and optimal use of funds. With careful planning, companies can make the right and strategic decisions. In today's digital era, financial management is undergoing a significant transformation thanks to technological advancements. Digital finance is a term that describes new technological innovations in the financial services industry. These technologies enable the automation of financial processes, which in turn improves efficiency and data accuracy. The transformation of information technology that leads to digital finance has provided many benefits for the economic development of the people, especially for MSME players, so that they can operate more productively (Ramiyanti et al., 2023).

MSME players need to be careful in using digital finance, as a lack of understanding of financial literacy can result in significant risks. Therefore, it is necessary to provide training or counseling on how to use the right financial application, the goal is for MSME players to understand their financial flows well, so that they avoid negative risks such as online fraud, online loans, or other fraudulent practices (Prabowo et al., 2022). Digital finance allows MSMEs to record transactions accurately and regularly, by utilizing accounting software or digital finance applications, MSMEs can record every financial transaction that occurs, including income, expenses, and cash flow more systematically. Good recording is very important in producing accurate and sustainable financial reports (Yolanda et al., 2023).

Likewise, entrepreneurship plays an important role in creating new jobs. For this reason, entrepreneurship training needs to be conducted to increase community productivity. This training can also start at an early age, for example at the elementary school level, to train children to be more productive and hone their creativity. With an appropriate training concept, children will feel interested and enthusiastic in participating in the program, so they can learn while having fun. Entrepreneurship is the spirit, attitude, behavior, and ability of individuals in managing businesses or activities that lead to efforts to find, create, and implement new ways of working and product technology, with the aim of increasing efficiency and providing better services or obtaining greater profits (Pratiwi, 2022). Entrepreneurship plays an important role in creating new jobs. For this reason, entrepreneurship training needs

to be carried out to increase community productivity. This training can also start at an early age, for example at the elementary school level, to train children to be more productive and hone their creativity. With a suitable training concept, children will feel interested and enthusiastic in participating in the program, so they can learn while having fun.

Community service in the form of training on financial management, financial digitalization, and entrepreneurship is very important as it helps improve financial literacy and people's skills in managing finances effectively. The training empowers individuals, especially MSME players and communities with less access to financial services, to understand basic financial concepts to how to utilize technology in transactions. Financial digitization, for example, helps people access financial services more easily and quickly, and opens up opportunities for them to compete in the digital economy. In addition, entrepreneurship training provides the community with the tools to create independent businesses that can drive local economic growth and create jobs. Thus, these activities not only improve individual welfare, but also have a broad impact in building the economic resilience of the community as a whole.

In the current era, the development of digital technology is increasingly rapid and has an important role for MSME players. According to (Syukri & Sunrawali, 2022), the use of digital technology (Digital Marketing) provides opportunities for MSMEs to develop into economic power. However, there are still many MSME players who have not utilized digital marketing optimally. Digital Marketing can help MSMEs increase product sales effectively and Efficiently improve the quality of customer service (Khairunisa, 2023). In Dusun Padi, there are significant challenges faced by MSME players, namely the lack of understanding of digital marketing. Although digital technology has developed rapidly and offers a variety of opportunities, many businesses in this area still rely on limited traditional marketing, such as direct sales and leaving products in local shops. This lack of understanding causes them to miss out on opportunities to reach a wider market and increase sales.

Padi Hamlet. However, many MSME players have not been able to manage finances properly, such as separating personal and business finances. The purpose of financial management is basically to achieve predetermined goals. Organized financial management can be utilized as efficiently as possible, avoid leaks and waste, and can even assist business owners in conducting various analyses and strategic planning related to funds in the business because of course managing finances is something that needs attention (Fitriyana, 2022). This misunderstanding often makes it difficult for them to record and analyze finances, and ultimately affects their business decisions.

On the other hand, there are still many citizens who are limited in choosing the type of business or entrepreneurship. Many of them feel hesitant in determining the products or services they will offer, so they miss opportunities to innovate and compete in the market. This limited knowledge hinders their potential to grow and improve their economic well-being.

RESEARCH METHOD

This research uses a qualitative approach with data collection techniques in the form of interviews, observations, focus group discussions (FGDs), and literature studies. Through this method, it is expected to identify various problems and opportunities that exist in the Padi Hamlet community related to the adoption of digital technology.

University Feasibility

Tanjungpura University has the responsibility to manage and organize research and community service in order to become an institution that preserves and provides information in West Kalimantan. In accordance with Law Number 4 of 2014 concerning the Implementation of Higher Education and the Management of Higher Education. The purpose of community service in higher education is to carry out community service in accordance with government regulations and Decree of the Minister of Education and Culture Number 3 of 2020 which contains the Indonesian National Education Standards, namely:

1. Carry out activities that aim to educate the community in the social, economic and political spheres.
2. Carry out the development of educational and research results that can be utilized by the community or industry.
3. Organizing learning activities on the use of technology to support community activities.
4. Provide solutions to problems that can be done directly and indirectly.

Qualifications On The Implementation Team For Socialization Activities.

The qualifications of the Implementation Team for Student Work Lecture - Community Service activities are carried out to provide assistance regarding Digital Marketing and Financial Empowerment for MSME players and Hard Skill Training to children at SD Negeri 14 Jongkat. So that the Padi Hamlet and children of SD Negeri 14 Jongkat understand the materials that can be useful for the development of Wajok Hilir Village residents, especially Padi Hamlet. By providing this material, activity participants can understand the benefits of the material presented. As well as participants, especially MSME players can use Social Media and Qris efficiently, and for elementary school children can foster an entrepreneurial spirit by providing Hard Skill Training to make crafts from beads.

Several factors that support the implementation of this KKM-PKM activity are the great enthusiasm of the participants during the activity.

The implementation team of KKM-PKM activities related to the assistance and application of management knowledge for Dusun Padi in raising awareness about technological developments in Digital Marketing, Finance, and Entrepreneurship:

1. Endah Mayasari, S.Pd., M.M. As Field Assistance Lecturer.
2. Sanusi as field coordinator from Wajok Hilir Village.

3. Daranti Rahmadhani, a 5th semester student of Tanjungpura University Pontianak as the group leader and speaker of material on Digital Marketing through Social Media.
4. Faiza Aulia, a 5th semester student of Tanjungpura University Pontianak as a speaker on Hard Skill Training.
5. Adil Imam Nurkhalish, 5th semester student of Tanjungpura University Pontianak as the person in charge of public relations.
6. Nola Angelika Onenesti, 5th semester student of Tanjungpura University Pontianak as treasurer and presenter of material on Digital Finance using Qris.
7. Ahmad Rofiqul Muttaqin, 5th semester student of Tanjungpura University as a speaker on Hard Skill Training.

RESULTS AND DISCUSSION

Implementation Plan

The presence of digitalization is proven to strengthen the digital marketing aspect, especially through the use of social media. Digital MSME activists can take advantage of the benefits of social media to strengthen the marketing of products and services. This is because social media marketing has played an important role in MSME business development efforts in Indonesia (Rahmiyanti & Arianto, 2023). This KKM-PKM activity began with an initial survey conducted by the implementing team to identify the problems faced by the people of Padi Hamlet and then from the results of the information findings formulated themes and topics and prepared resource persons. From the results of consideration of the location conditions and the results of studies and surveys conducted, the implementation team developed an activity model in the form of training and counseling on mentoring and the application of management science in increasing public awareness of technology and increasing the optimal entrepreneurial spirit in KKM-PKM activities in Padi Hamlet, Wajok Hilir Village, Jongkat District, Mempawah Regency. In supporting the achievement of these activities, the following are organized:

1. Conducting a Site Visit to the Office of the Head of Nenas Hamlet, Wajok Hilir Village, Jongkat Sub-district, Mempawah Regency.
2. Coordinating with the management of the activity site regarding the mechanism of activities to be carried out.
3. Conducting debriefing of community service group members regarding what material will be delivered and what activities will be carried out.
4. Activities were carried out on July 1, 2024 to July 21, 2024, presenting material related to Digital Marketing through Social Media, Digital finance using Qris, and Hard Skill Skills Training.
5. The activities carried out were to conduct material exposure sessions related to the use of social media to conduct Digital Marketing for MSME players, and material exposure regarding the level of awareness about digital finance through the Qris application. In addition, activities were

carried out to increase understanding of the business world by providing Hard Skill skills training to children.

This KKM-PKM activity provides a view or overview to residents about technological developments in digital marketing through social media and digital finance using Qris in Padi Hamlet. In addition, it is also important to build an entrepreneurial spirit in children at SD Negeri 14 Jongkat. It is hoped that the material presented by KKM-PKM presenters can make Padi Hamlet residents and children of SD Negeri 14 Jongkat able to apply it immediately to their daily lives so that Padi Hamlet residents can further develop their village and human resources.

CONCLUSIONS AND SUGGESTIONS

In increasing the potential of the village, the development of human resources (HR) in the village is very important, especially through community service programs by students. The KKM-PKM program of the Faculty of Economics and Business, Tanjungpura University is implemented in Padi Hamlet. The purpose of this program is to help MSME players and children in the village develop through entrepreneurship training, digital finance with Qris, and digital marketing training.

One of the main problems faced by MSME players in Padi Hamlet is that they do not have sufficient knowledge about financial management and digital marketing. Therefore, this training helped the community better understand how to use social media for marketing and financial management using digital applications. In addition, elementary school children were given entrepreneurship training to instill an entrepreneurial spirit from an early age.

This activity produced significant results thanks to the enthusiastic support from the residents and cooperation with the hamlet. It is hoped that it can help Padi Hamlet residents use the skills and technology learned to improve their quality of life and welfare.

With the implementation of this PKM activity, it is hoped that it can provide a positive response to the importance of increasing knowledge and skills in financial management and digital marketing. By implementing financial management and digital marketing training training in daily management and financial activities, it can facilitate the financial and management activities of the Padi Hamlet community and by applying digital technology it can make it easier for the community to transact using online applications and make it easier to market their products. Thus, this activity can increase the community's entrepreneurial knowledge in the future. The habit of managing a business from an early age can increase enthusiasm and willingness in children, which will produce quality citizens for Wajok Hilir Village.

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