

Entrepreneurship and Marketing Training for Women MSME (Micro, Small and Medium Enterprises) Actors in Gampong Suak Bilie, Suka Makmue District, Nagan Raya Regency

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ABSTRACT

Women Micro, Small and Medium Enterprises (MSMEs) play an important role in supporting the local economy, especially in rural areas such as Gampong Suak Bilie, Suka Makmue Sub-district, Nagan Raya District. However, challenges in business management, marketing strategies, and entrepreneurship development often become obstacles in optimizing their potential. This community service aims to provide effective entrepreneurship and marketing training to female MSME players in Gampong Suak Bilie. The training is designed to improve their skills in planning, managing, and marketing products more professionally, both online and offline. The training methods used include theory sessions, hands-on practice, and group discussions to encourage active participation. In addition, the training also provides assistance in implementing digital marketing strategies to expand market reach. It is expected that with this training, women MSME players will be able to increase the competitiveness of their businesses, develop a wider marketing network, and increase income in a sustainable manner. The results of this activity will be measured through increased understanding and entrepreneurial skills as well as increased product sales from the participants. Thus, this program is expected to make a real contribution to women's economic empowerment in Gampong Suak Bilie.

Keywords: Entrepreneurship Training, Marketing, MSMEs, Women, Gampong Suak Bilie, Nagan Raya.

A. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) play an important role in the national economy, especially in creating jobs and reducing unemployment. According to the Ministry of Cooperatives and SMEs, the MSME sector in Indonesia contributes more than 60% of the total Gross Domestic Product (GDP) and provides more than 97% of employment (Kemenkop UKM, 2023). The role of MSMEs is increasingly crucial in supporting the local economy, especially in rural areas. One area that has great potential in the development of MSMEs is Gampong Suak Bilie in Suka Makmue Sub-district, Nagan Raya Regency. However, despite the huge potential of MSMEs, there are still many challenges faced by women MSME players in this area, especially in aspects of business management and effective marketing strategies.

Women MSME players in Gampong Suak Bilie face structural and technical constraints that hinder their business development. According to research conducted by Sari (2019), one of the main obstacles faced by women MSME actors is limited access to information and knowledge regarding business management and marketing. This is in line with the findings of Nasution et al. (2021), who stated that low digital literacy and lack of entrepreneurial skills among women are significant factors affecting the growth of small and medium enterprises. In this context, proper entrepreneurship training can be an effective solution to empower women MSME actors, improve their capacity to manage their businesses, and optimize marketing strategies.

Marketing, both conventional and digital, is one of the keys to success in developing MSMEs. According to Kotler & Keller (2020), marketing is the process of creating value and building strong relationships with consumers. For MSMEs, the ability to understand and implement the right marketing strategy can be a key differentiator in improving competitiveness and expanding market share. However, many MSME players in rural areas, including in Gampong Suak Bilie, do not yet have an adequate understanding of digital marketing, which is one of the important

instruments in this era of globalization. Training on digital marketing is essential to give them the ability to expand their market reach, both locally and internationally.

In terms of women's economic empowerment, various studies show that improving entrepreneurship and marketing skills can have a significant impact on the welfare of women and their families. According to a study conducted by Fatimah (2020), empowering women through MSMEs can increase household income, improve quality of life, and reduce economic disparities. Providing access to entrepreneurship training is also proven to increase women's confidence and independence in making business decisions. Furthermore, a study conducted by Putri et al. (2022) emphasized the importance of digital marketing training for women MSME players to overcome limitations in marketing their products in the digital era.

Entrepreneurship and marketing training for women MSME players in Gampong Suak Bilie is expected to be a solution to the various challenges they face. Through this training program, participants will gain knowledge and practical skills in managing their businesses more effectively. In addition, the training is also designed to improve their digital skills, especially in utilizing social media and e-commerce platforms to market products. According to Sahari & Fadila (2021), the ability to utilize digital technology in marketing products is one of the most important factors to improve the competitiveness of MSMEs in the modern era.

Overall, the purpose of this community service is to empower women MSME players in Gampong Suak Bilie through effective entrepreneurship and marketing training. Through a comprehensive training approach, participants are expected to improve their business management skills, expand their marketing reach, and increase business income sustainably. The program is also expected to have a long-term impact in strengthening the local economy in Nagan Raya Regency, especially for women's groups who often have limited access to education and resources.

Thus, this entrepreneurship and marketing training is not just about providing technical knowledge, but also empowering women to become agents of change in the local economy. This initiative is also in line with the government's vision in

encouraging the digitalization of MSMEs and increasing the role of women in economic development. According to Haris (2023), empowering women in the economy can make a significant contribution to increasing GDP and reducing poverty, especially in remote areas. This training will be one of the concrete steps to achieve these goals, focusing on capacity building and community-based economic empowerment.

B. METHODS OF DEVOTION

Entrepreneurship and Marketing Training for Women MSME Actors in Gampong Suak Bilie, Suka Makmue District, Nagan Raya Regency” is carried out with a comprehensive method and focuses on empowering participants through a participatory approach. The methods used in this service include several stages, namely preparation, training implementation, mentoring, and evaluation of results. The following are the stages carried out in this activity:

1. Preparation Stage In the initial stage, the service team conducted a field survey to identify the main needs and challenges faced by women MSME players in Gampong Suak Bilie. This survey was conducted through direct interviews with MSME actors and local community leaders. In addition, the team also coordinated with the village government and related parties to determine the time, place, and materials to be delivered in the training. The results of this survey were used as the basis for developing entrepreneurship and marketing training modules that were relevant to local conditions.
2. Training Implementation Phase. The entrepreneurship and marketing training was conducted in several sessions divided into two main materials, namely entrepreneurship training and digital marketing training.
 - a. Entrepreneurship Training: This material covers the basic concepts of entrepreneurship, financial management, business development strategies, as well as production and distribution management. The training was conducted interactively using lectures, group discussions, and case studies so that participants could understand the concept of entrepreneurship thoroughly.

- b. **Digital Marketing Training:** In this section, participants are taught how to utilize digital technology, particularly social media and e-commerce, to market their products. The training covers the creation of engaging marketing content, the use of platforms such as Instagram, Facebook, and local marketplaces, as well as strategies to increase customer engagement. This session uses a hands-on practicum method so that participants can try to create online business accounts and conduct digital promotions.
3. **Mentoring Phase** After the training, participants will receive mentoring for two months to ensure the application of the knowledge they have learned. This assistance is carried out periodically through field visits and online monitoring. Each participant will be assisted in practicing digital marketing strategies and developing their business based on the entrepreneurial knowledge they have gained. The service team also provides personal guidance to solve problems faced by participants in daily business management.
4. **Evaluation Phase** Evaluation is carried out to measure the success of the training program and its impact on the development of participants' businesses. This evaluation was conducted through participant satisfaction surveys, qualitative assessment of knowledge and skills improvement, and quantitative analysis of changes in product sales before and after training. In addition, the evaluation was conducted by looking at the development of participants' businesses in terms of increased turnover, increased number of customers, and the success of participants in utilizing digital technology for marketing.
5. **Data Collection Techniques** Data were collected through direct observation, interviews, and questionnaires. Observations were conducted during the training and mentoring process to monitor the level of participation and difficulties faced by participants. In-depth interviews were conducted at the end of the program to get a complete picture of the impact of the training on the participants' businesses. Questionnaires were distributed before and after the training to assess changes in perceptions, knowledge, and entrepreneurial and marketing skills.

6. **Data Analysis** The data collected will be analyzed descriptively to measure the success of the training. Qualitative analysis will be used to evaluate the participants' increased understanding of entrepreneurship and digital marketing concepts. Meanwhile, quantitative analysis will be used to evaluate the impact of the training on business performance indicators, such as increased sales and number of customers.

C. RESULT AND DISCUSSION

The implementation of community service activities with the title Entrepreneurship and Marketing Training for Women MSME Actors in Gampong Suak Bilie, Suka Makmue District, Nagan Raya Regency has gone according to plan. This program involves women MSME players engaged in various sectors, such as food, crafts, and household products. Based on the results of the training and mentoring conducted over three months, several important results can be identified, both in terms of increasing participants' knowledge and the direct impact on their businesses.

1. Improved Entrepreneurial Knowledge and Skills

The results of the entrepreneurship training showed a significant increase in participants' understanding of the basic concepts of entrepreneurship and business management. Prior to the training, many participants did not have an in-depth understanding of financial management strategies, product development and business planning. However, after the training, the participants were able to develop simple business plans and understand the importance of financial management in running their businesses.

Based on the results of a survey conducted at the end of the training session, 85% of participants stated that they had a better understanding of how to manage their businesses more systematically. They also felt more confident in making business decisions, such as determining selling prices, managing production costs, and developing new products in line with market demand. This improvement is in line with the findings of Sahari & Fadila (2021) who stated that entrepreneurship

training can significantly improve the capacity of MSME actors in planning and managing their businesses.

2. Improved Understanding of Digital Marketing

One of the main focuses in this training was digital marketing, given the importance of digital technology in promoting products and expanding market reach. Prior to the training, most participants did not have social media accounts or had not used e-commerce platforms to market their products. The results of the training showed that 90% of participants successfully created business accounts on social media (such as Instagram and Facebook), and 70% of participants started using marketplace platforms such as Tokopedia and Shopee to sell their products.

Participants who were already actively using social media also showed a significant improvement in the quality of the content they uploaded. They began to utilize features on social media, such as Instagram Stories, to interact with customers, as well as promote products in a more creative and interesting way. These results support the research of Putri et al. (2022) which emphasizes the importance of digital marketing training in improving the competitiveness of women MSMEs in the era of globalization.

3. Impact on Sales and Marketing Network

One of the success indicators of this program is its impact on increasing sales of MSME products. After two months of post-training assistance, there was an average 30% increase in sales among participants. This increase came not only from offline sales in the neighborhood, but also from online sales through social media and marketplaces.

In addition to the increase in sales, some participants also reported that they managed to expand their marketing network by establishing cooperation with agents or resellers from outside the region. This shows that digital marketing training has had a positive impact in opening wider market access for women MSME players in Gampong Suak Bilie. This result is in accordance with the research of Nasution et al. (2021), which states that the use of digital technology can expand the market reach of MSMEs and increase potential income.

4. Obstacles Faced

Although this program succeeded in improving the skills of the participants, there were several obstacles faced during the implementation of the program. One of the main obstacles was the limited and uneven internet access in Gampong Suak Bilie. Some participants experienced difficulties in accessing digital platforms due to weak internet signals in the area where they live. In addition, there are still participants who find it difficult to operate digital devices, even though they have attended training. To overcome this, the service team provided additional assistance face-to-face and through WhatsApp groups to help participants who had difficulties.

Another obstacle is the limited time owned by the participants. Most of the women MSME players who participated in the training also have household responsibilities, so they do not always have enough time to practice the training material to the fullest. However, with assistance that is carried out flexibly and based on individual needs, this obstacle can be overcome gradually.

5. Contribution to Women's Economic Empowerment

Overall, this program has had a positive impact on women's economic empowerment in Gampong Suak Bilie. Through improving their entrepreneurship and digital marketing skills, participants not only gain technical knowledge, but also feel more confident and independent in running their businesses. This is in line with research by Fatimah (2020), which shows that economic empowerment through entrepreneurship training can increase women's self-confidence and have a positive impact on household welfare.

Apart from the economic impact, this program also provides social benefits by strengthening social networks among female MSME actors. Participants share experiences and support with each other during the training, which then develops into a mutually supportive community after the program is completed. It is hoped that this network can function as a forum for sharing information and business opportunities in the future.

6. Implications and Recommendations

The results of this program show that entrepreneurship and digital marketing training have a significant impact in improving the performance of women's MSMEs in Gampong Suak Bilie. However, to maintain the sustainability of this program, there needs to be continuous support, both in terms of technology and mentoring. It is hoped that the village government can provide better internet facilities, as well as provide access to further training for other MSME players.

In addition, collaboration with educational institutions or non-government organizations can be carried out to expand the scope of this program to other villages in Nagan Raya Regency. By expanding the reach of the program, more female MSME actors can be empowered, thereby having a greater impact on the local economy.

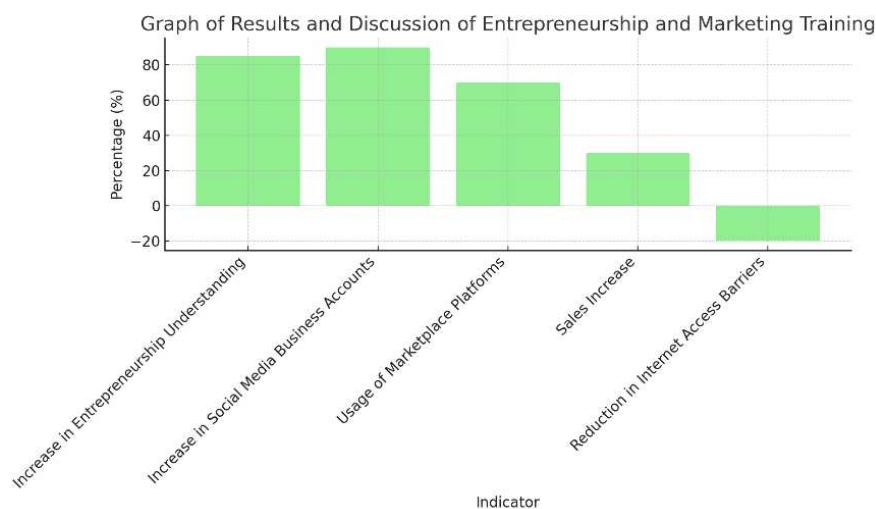


Figure 1: Graph of Entrepreneurship and Marketing Training Results

Table 1. Indicators of Achievement During Training

Indicator	Percentage (%)
Increase in Entrepreneurship Understanding	85%
Increase in Social Media Business Accounts	90%
Usage of Marketplace Platforms	70%
Sales Increase	30%
Reduction in Internet Access Barriers	-20%

D. CONCLUSION

Entrepreneurship and Marketing Training for Women MSME Entrepreneurs in Gampong Suak Bilie, Suka Makmue Sub-district, Nagan Raya District showed that the program successfully achieved its objectives in improving entrepreneurship and digital marketing skills for women MSME entrepreneurs. Increased understanding of entrepreneurship is reflected in the training results, which show that 85% of participants have improved their ability to manage their businesses more systematically, including aspects of business planning and financial management.

In addition, the program also successfully facilitated participants to utilize digital marketing technology. As many as 90% of participants have created business accounts on social media, while 70% of them have started actively using marketplace platforms to sell their products. This success led to an increase in sales, where the average sales of participants increased by 30% after implementing the digital marketing strategies taught during the training.

However, the program is not free from obstacles, especially related to limited internet access in some areas. This constraint affected some participants in optimally utilizing digital technology. Nevertheless, continuous mentoring from the service team helped participants overcome some of these challenges gradually. Overall, this training had a positive impact on efforts to empower women's economy through strengthening entrepreneurial skills and marketing digitalization. This program is expected to continue to be developed in the future, with better support from the government and related parties, to expand its scope and deepen its impact on the growth of women's MSMEs in other areas.

E. THANK YOU NOTE

The implementation of the community service program Entrepreneurship and Marketing Training for Women MSME Actors in Gampong Suak Bilie, Suka Makmue District, Nagan Raya Regency would not be possible without the support of various parties. We would like to express our deepest gratitude to the Government of Nagan Raya Regency, especially the Village Head of Gampong

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Finally, we hope that the results of this program can continue to grow and provide sustainable benefits for women MSME players in Gampong Suak Bilie and the local community. Hopefully this collaboration and synergy can continue to be established in efforts to empower the community's economy in the future. Thank you.

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