

Unlocking the Success of MSMEs in Digital Era: Shopee Digital Literacy Training, Form SDGs Number 8

Apriana Rahmawati ^{a,1,*}, Alif Faruqi Febri Yanto ^{b,2}, Mohammad Iqbal Firdaus ^{b,3}

^a State University of Malang, Street Semarang No 5, Malangy 65145, Indonesia

^b State University of Malang, Street Semarang No 5, Malangy 65145, Indonesia

^c State University of Malang, Street Semarang No 5, Malangy 65145, Indonesia

¹ aprianarhmwt.feb@um.ac.id; ²aliffaruqi.feb@um.ac.id*, ³mohammad.iqbal.fe@um.ac.id

* corresponding author: aliffaruqi.feb@um.ac.id

ARTICLE INFO

Article history

Received : May, 2024

Revised : June, 2024

Accepted : June, 2024

Keywords

MSMEs

Shopee Digital Literacy

SDGs Number 8

ABSTRACT

The aim is for MSMEs to understand the role of digital literacy on the Shopee platform. Providing this education is a form of Shopee's support for Sustainable Development Goals (SDGs) number 8, namely "Decent work and inclusive economic growth. This can also strengthen the ability of MSMEs to utilize digital technology to reach more customers, increase sales and develop their business. Supports the creation of new jobs and increases people's income in Gunung Gangsir Village. The method used in this activity is to create a Community Service (PKM) activity by providing counseling regarding the use of online technology (online system) to MSMEs in Gunung Gangsir Village, Pasuruan Regency. Community service activities in Gunung Gangsir Village through Shopee digital literacy education have provided many benefits for the village community. This activity is a real example of how digital technology can be used to improve community welfare and build a more advanced village

This is an open access article under the [CC-BY-SA](#) license.



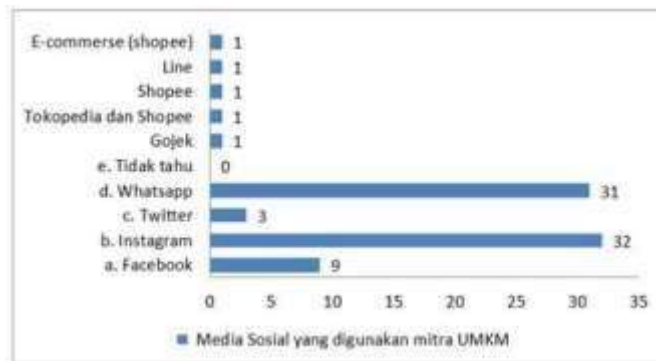
A. Introduction

The digital era has brought major changes in various aspects of life, including the business world. MSMEs (Micro, Small and Medium Enterprises) are required to adapt to the digital era in order to remain able to compete and develop. One way to adapt to the digital era is to increase the digital literacy of MSME players. Digital literacy is an individual's ability to understand, use and disseminate information obtained via the internet and digital technology responsibly and intelligently. For MSMEs, digital literacy is like a compass that guides them in the digital era. By having good digital literacy, MSMEs can be more effective in developing marketing strategies, improving product quality and increasing market awareness. Therefore, it is important for MSMEs to increase digital literacy so they can compete and develop in an increasingly dynamic and complex digital era (Yanto et al., 2023).

Digital literacy is indeed an important key in the modern business era, especially for conventional MSMEs (Micro, Small and Medium Enterprises). Unfortunately, many MSMEs, especially in rural areas, still face obstacles in terms of access and understanding of digital literacy. This can be a serious challenge in facing increasingly fierce business competition in the digital era. Research has shown that MSMEs play a vital role in the Indonesian economy, with more than 60% of them able to survive conditions of economic instability and have the potential for further growth (Ramin, 2021). However, to

optimize this potential, MSMEs need to strengthen their understanding and application of digital literacy in their business operations. Based on the survey that has been conducted, the results show that there are still quite a few MSMEs that use the Shopee online platform.

Figure 1. Social media used by MSME partners



Source: (Raharja, SUJ, & Natari, 2021)

One of the main factors hindering the development of MSMEs is a lack of understanding of the benefits of digital literacy. Without an adequate understanding of technology and its benefits for business, MSMEs can miss opportunities to improve operational efficiency, develop effective marketing strategies, and achieve a wider market share. Barriers to access and understanding of digital literacy, especially in rural areas, are a real challenge. To overcome this, collaborative efforts are needed from various parties, including government, educational institutions, the private sector and civil society. Training and education programs on digital literacy need to be developed and supported widely, especially taking into account the needs and context of MSMEs in various regions. This includes providing adequate technological infrastructure, better internet accessibility, and relevant and easily accessible training for MSMEs (Purba, O., Syamil, A., Nooraini, A., Sepriano, S., & Gunawan, 2023). The problem with this community service activity is that the global economic situation which is pressing on Indonesia's current financial condition is indeed a serious challenge, especially for rural communities who may be more vulnerable to these impacts. Rising inflation can result in an increase in the prices of goods and services in general, which in turn can burden people, especially those who have limited income. MSME income in rural areas can be increased by focusing on the online sales segment. MSMEs can gain benefits including increasing operational efficiency to control costs, adjusting pricing strategies to remain competitive but profitable, and utilizing digital technology to increase the effectiveness of marketing and business management (Kuncoro, 2020). The aim of this community service is to provide support and assistance to affected MSMEs, including in terms of access to capital and skills training relevant to the digital era. With the right strategy and adequate support, it is hoped that MSMEs can survive and even develop amidst the existing global economic challenges, so that they can contribute significantly to economic growth and the welfare of rural communities in Indonesia

B. Literature Review

Digital literacy is an individual's ability to understand, use and utilize information and communication technology (ICT) intelligently, critically, creatively and responsibly. Digital literacy is very important for MSMEs because MSMEs desire to understand and use various digital platforms, such as social media, e-commerce and marketplaces, to reach a wider market, helping MSMEs in

increasing sales and building relationships with customers and helping MSMEs in improving the efficiency and effectiveness of business operations (Bastomi et al., 2023).

There are various strategies that can be implemented to increase the digital literacy of MSMEs, including:

- a. Training and education about digital literacy. This training can be carried out by the government, non-governmental organizations, or technology companies.
- b. Providing assistance and mentoring for MSMEs. Assistance and mentoring can help MSMEs understand and apply digital technology in their business.

C. Method

The online digital literacy outreach method (online system) is a relevant and effective approach to overcome geographical access obstacles and allows MSMEs in Gunung Gangsir Village, Pasuruan Regency, to continue to benefit from the program. The following are several steps taken in carrying out these PKM activities:

1. Presenting PowerPoint (PPT) about Digital Literacy
The PPT presented covers various aspects of digital literacy, such as an introduction to digital technology, its benefits for business, online marketing strategies, online security, and so on.
2. Explanation about Shopee
A detailed explanation of the Shopee platform, including how to use the platform to sell online, its benefits for MSMEs, available features, and tips for increasing sales.
Providing examples of successful cases from local MSMEs or inspiring stories about using Shopee as a means of increasing sales.
3. Interaction and Discussion
Providing opportunities for participants to ask questions and discuss the material presented, especially regarding the experiences and challenges they face in implementing digital literacy.
4. Practical Demonstration
Practical demonstration of how to use the Shopee platform directly. This can help participants understand more concretely and directly how to apply the knowledge they have acquired.

D. Results and Discussion

Presenting PowerPoint (PPT) about Digital Literacy

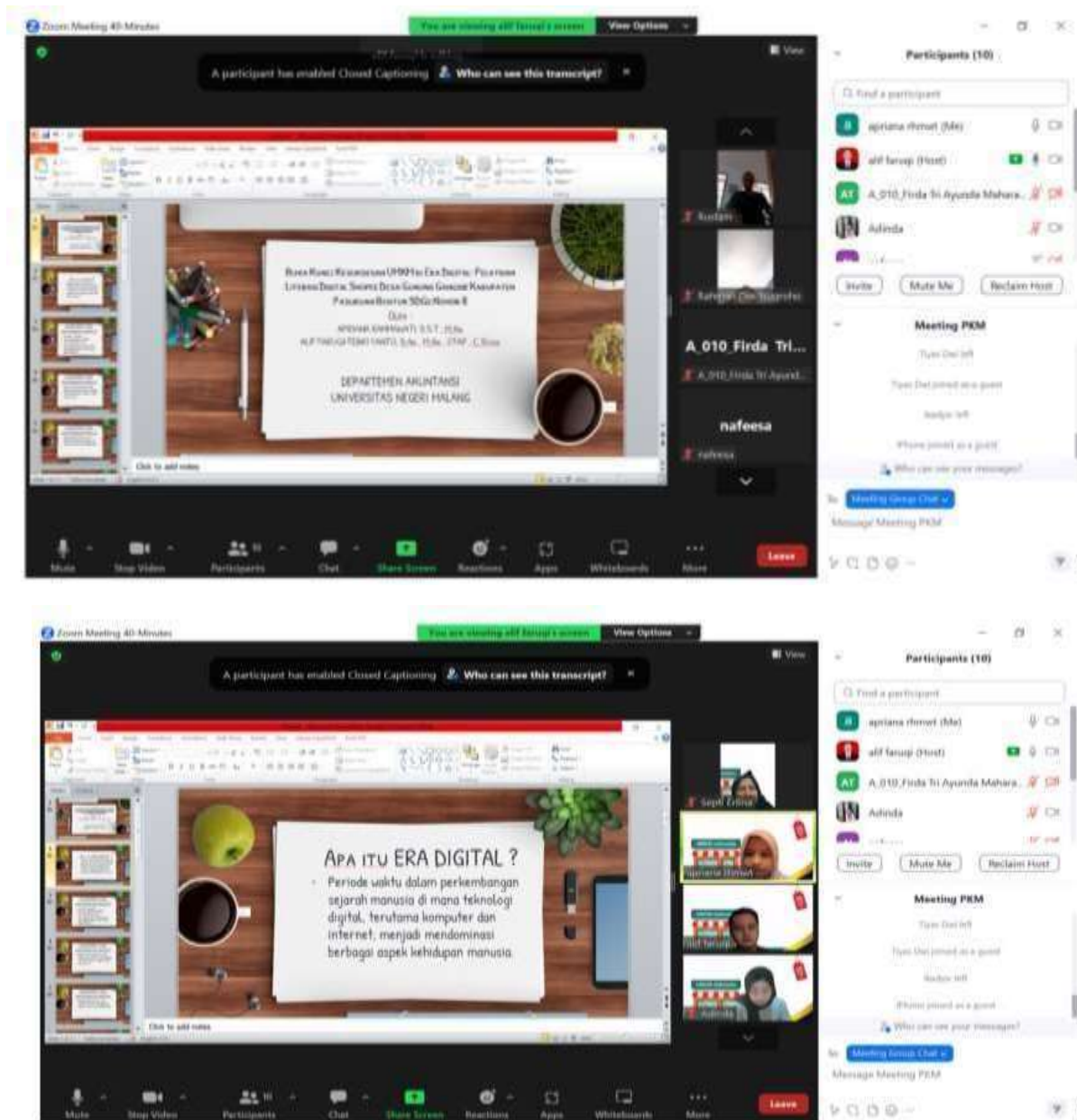
The opening of the activity will begin with a warm welcome from the moderator, introducing the main topic: Unlocking the Key to MSME Success in the Digital Era: Shopee Digital Literacy Training, Gunung Gangsir Village, Pasuruan Regency, Shape of SDGs Number 8"". The moderator delivered a short message about the urgency of digital literacy amidst rapid technological developments. Next, the moderator introduced the main resource person who guided today's presentation. The resource person discussed how digital literacy is becoming increasingly important in facing technological developments.

The speaker started by introducing the concept of the digital era, explaining how technology has become an integral part of our daily lives. The speakers discussed digital transformation in various aspects of life, including communication, work, education and entertainment. The resource person presented the latest data and statistics to illustrate how quickly technology has developed in recent years. The presentation covers key trends in technology such as artificial intelligence, Internet of Things (IoT), blockchain, and cloud computing.

The resource person explained how these technological developments affect our daily lives, both positively and negatively. Discussions include the impact of technology on work, interpersonal relationships, privacy, and information security. This material provides a strong foundation for understanding the importance of digital literacy in the context of the continuously developing digital

era. Next, the presentation went on to explain in more depth about digital literacy and why it is such an important skill today.

Figure 2. PowerPoint (PPT) presentation on Digital Literacy



Source: Researcher Documentation, 2024

Explanation about Shopee

Shopee is not just an e-commerce platform, but also a powerful tool for MSMEs to increase digital literacy (Ruslang, R., Kara, M., & Wahab, 2020). In a presentation on digital literacy for MSMEs, Shopee can be described as a place that not only allows selling products online, but also as a

source of knowledge and training for MSMEs to understand and master digital aspects in running their business.

Shopee can be used as an example of how MSMEs can understand digital business concepts (Sani, 2024). From online store creation to inventory management and online promotions, Shopee provides a variety of features that enable MSMEs to understand and apply digital business concepts in their daily operations.

Through Shopee, MSMEs can learn how to optimize their online sales and marketing. From techniques for writing attractive product descriptions to marketing strategies through features such as Flash Sale or Shopee Live, this platform offers various opportunities for MSMEs to increase the visibility and sales of their products online (Khofifah, 2022).

Shopee can also teach the importance of maintaining security and customer satisfaction in digital business (Erwin, E., Subagja, AD, Masliardi, A., Hansopaheluwakan, S., Kurniawan, SD, Darmanto, EB, & Muksin, 2023). From managing transactions to handling customer inquiries and complaints, MSMEs can learn how to provide a safe and enjoyable online shopping experience for their customers.

Apart from being a place to sell products, Shopee can also be used as a tool to encourage collaboration and growth for MSMEs. Through features such as Shopee Mall or partnership programs, MSMEs can learn how to collaborate with other brands or run joint promotional campaigns to increase the visibility and sales of their products.

Lastly, Shopee can also be used as a case study to identify the challenges and opportunities faced by MSMEs in running digital businesses. From competition with other competitors to the need to adapt to changing trends and technology, this platform provides valuable insights for MSMEs on how to face challenges and take advantage of opportunities in the digital business world.

Thus, Shopee is not only an e-commerce platform, but also a valuable source of knowledge and training for MSMEs in increasing their digital literacy. Through the experience of selling on Shopee, MSMEs can expand their knowledge and skills in running an online business more effectively and efficiently (Sulistyawati, 2024).

Interaction and Discussion

After the resource person gave an in-depth explanation of Shopee's important features for MSMEs, such as Shopee Mall, Flash Sale, Shopee Live, and Shopee Ads. MSMEs are invited to understand how these features can help them increase the visibility and sales of their products online.

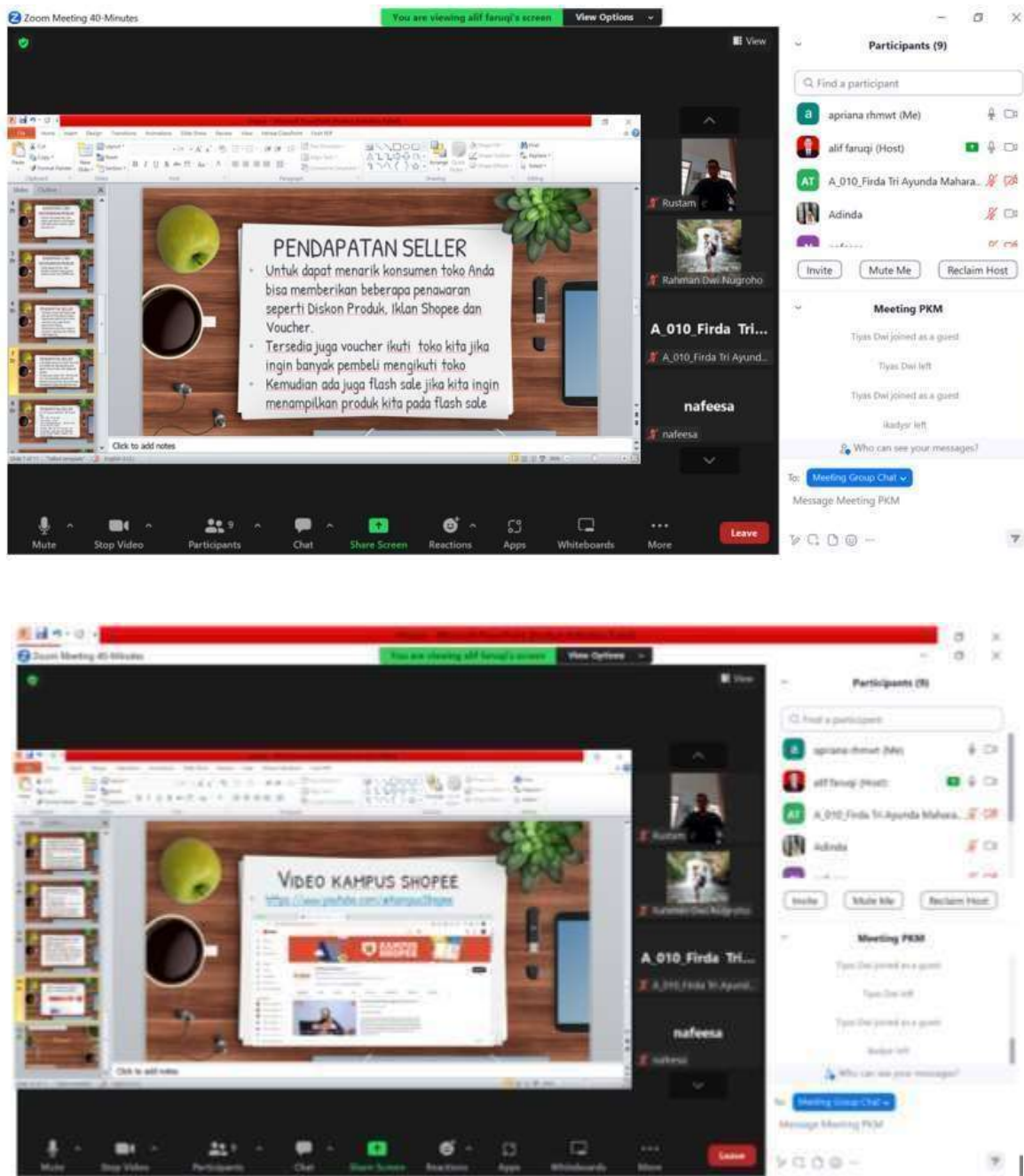
Participants are invited to discuss the benefits of using Shopee for their business, such as increasing market reach, increasing sales, and expanding partner networks. Challenges that MSMEs may face in using Shopee are also discussed, such as intense competition or difficulties in managing inventory and orders. Participants are invited to ask questions about using Shopee in their business. Resource persons provide relevant answers and suggestions to help participants overcome challenges or maximize their business potential on the Shopee platform. The discussion also opens up opportunities for MSMEs to share experiences and best practices, as well as establishing cooperative or collaborative relationships between them.

Practical Demonstration

Case Studies and Practical Tips

The resource person shared case studies about MSMEs who were successful in using Shopee to improve their business. The resource person also provided practical tips to participants on how to use Shopee features effectively, such as how to optimize product descriptions or use the right promotional strategies.

Figure 4.Interaction and Discussion



Source: Researcher Documentation, 2024

The results of this activity were also published by local news media in the form of articles, namely kompasiana.com. This can be a reference for MSME entrepreneurs or other readers that this activity has taken place and can be read again in the article. News broadens a person's insight and increases curiosity about current problems.

Figure 5. Kompasiana Times Media Publication



Source: Author Documentation, 2024

E. Conclusion

This counseling emphasizes that digital literacy is an important aspect in running an online business. MSMEs need to understand basic digital literacy concepts such as online security, information evaluation, and privacy management to succeed in the digital environment. This activity discusses the great potential offered by Shopee as an e-commerce platform for MSMEs. Features such as Shopee Mall, Flash Sale, and Shopee Live provide opportunities for MSMEs to increase the visibility and sales of their products online. MSMEs are given insight into effective strategies for using Shopee in their business. This includes how to optimize product descriptions, utilize the right promotions, and manage inventory efficiently. This activity also identifies several challenges that MSMEs may face in using Shopee, such as intense competition or difficulties in managing orders. However, participants are also invited to consider solutions and strategies to overcome these challenges. Throu

gh understanding and applying digital literacy concepts obtained from this activity, it is hoped that MSMEs can improve their skills in doing business online and achieve greater success on the Shopee platform. The author would like to thank MSMEs in Gunung Gangsir Village, Beji District, Pasuruan Regency as partners in implementing the tridharma of higher education.

F. References

- Endratama, AA, & Wulandari, I. (2023, November). Digital Marketing Training for MSME Startups in the Home Industry Sector. In *Journal of Social Responsibility Projects by Higher Education Forum* (Vol. 4, No. 2, pp. 51-58).
- Erwin, E., Subagja, AD, Masliardi, A., Hansopaheluwakan, S., Kurniawan, SD, Darmanto, EB, & Muksin, NN (2023). *Digital Business: Latest Marketing Strategies and Techniques*. PT. Green Indonesian Library.
- Khofifah, R. (2022). *Utilization of the Shopee Marketplace as a Communication Media for Online Shop JR Marketing*. id4 (Doctoral dissertation, IAIN PONOROGO).
- Kuncoro, M. (2020). *Strategy for Achieving Competitive Advantage in the Industrial Era 4.0*. Andi Publisher.
- Muhammad, N., & Sukamto, S. (2020). *Strategy and Implementation of SME Business Strengthening*.

- Purba, O., Syamil, A., Nooraini, A., Sepriano, S., & Gunawan, AF (2023). Legal Basis & Analysis of National Capital Governance from Various Fields. PT. Sonpedia Publishing Indonesia.
- Raharja, SUJ, & Natari, SU (2021). Developing MSME businesses during the pandemic through optimizing the use and management of digital media. Kumawula: Journal of Community Service, 4(1), 108-123.
- Ramin, M. (2021). Optimizing the Role of Traditional Market Traders in Business Development During the Covid 19 Pandemic (Study at East Tamberu Market, Sokobanah, Sampang, Madura). INVESTI Journal of Economics & Banking, 2(3), 197-219.
- Ruslang, R., Kara, M., & Wahab, A. (2020). Shopee E-Commerce Business Ethics Based on Maqashid Syariah in Realizing Business Sustainability. Scientific Journal of Islamic Economics, 6(3), 665-674.
- Sulistyawati, US (2024). Building Competitive Advantage through E-Commerce Platforms: Tokopedia Case Study. Journal of Management and Technology, 1(1), 43-56.
- Yanto, A. F., & Rahmawati, A. (2023). Tax Counseling PP No. 23 of 2018 on UMKM Business Actors in Gunung Gangsir Village, Pasuruan Regency. *Jurnal Pengabdian Masyarakat*, 4(2), 546-553. <https://doi.org/10.32815/jpm.v4i2.2001>