



The Community Partnership Program Training and Development of Digital Marketing, Production Technology, Entrepreneurship Economic Recovery Efforts During the Covid-19 Case Study in Small and Medium Enterprises Batik Center

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Abstract. The Community Partnership Program Training and Development of Digital Marketing, Production Technology, Entrepreneurship Economic Recovery Efforts During the Covid-19 Period aims to utilize ways of adopting technology transfer and e-commerce to build creativity to produce innovative and quality products. The use of technology transfer is the best solution to help the economy keep running. Marketing assistance through social media. Outer Community Partnership Program The achievements of partner empowerment are as follows: Human Resources are increased in knowledge of financial management, making designs with local characteristics as a determinant of competitiveness, making innovative designs for batik with unique characteristics of historic sites and registration of intellectual property rights, adding supporting equipment for quality improvement and acceleration the production process in the form of a night printing table installation tool. Increased production capacity, the amount of turnover increased compared to the initial period of the Covid-19 pandemic. Follow-up evaluation, after the implementation of the community partnership program of conformity: Input, Process, Output and Outcome, with the needs and solutions provided to Partners.

Keywords: Digital Marketing Production Technology Entrepreneurship Economic Recovery Impact of Covid-19

1 Introduction

The Community Partnership Program is intended to be able to help overcome problems faced by the general public such as poverty, gender equality and social inclusion, natural disasters, security, health, education, environment, population, socio-political and other social problems; and problems faced by productive economic societies such as production, management, and marketing issues. Target audience (partners) of the

Partnership Program The community can be a community business group [1].

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The current economic challenges are very heavy. People are in a state of alert and very careful by limiting travel and consumption, of course this has an impact on buying and selling transactions in the market. These impacts range from reduced production, reduced number of employees, to the worst is the cessation of production which of course also has an impact on the increase in the number of unemployed.

Current developments in technology can encourage various aspects of every activity to be faster and easier. With the development of science and technology that is currently able to make the relationship between humans in terms of communication become limitless and without obstacles, especially distance. The current digital era technology cannot be avoided by business actors, business actors are required to be able to maximize digital developments, because it is possible to market their products [2].

In line with the Regional Medium-Term Development Plan Wonogiri Regency in 2020–2024. Mission to Increase the Productivity of the Wonogiri People and Competitiveness in All Fields So Wonogiri Can Advance and Rise Together Regions. Objectives Improving regional economic performance through the agricultural sector, environmentally friendly trade, industry, and tourism for development the regional populist economic system is based on superior potential [3].

The problems faced by partners, especially in the technological aspect due to the impact of the corona outbreak which undermined people's purchasing power. However, small, and medium enterprises still survive, almost all batik artisans in the batik industry center in Tirtomoyo Wonogiri are now forced to close their businesses due to lack of orders [4]. Entrepreneur Tirtomoyo Wonogiri stopped 300 businesses, no less than 1,500 workers were forced to be laid off. Business opportunities that were built when economic conditions and the decline in people's purchasing power made the online market not run as expected [5]. People currently think how many months their savings can make in the future [6]. Batik Kartika is temporarily forced to stop and while depleting stock of goods. Batik Kartika so far employs between 10 and 11 people. To get around the condition because batik is sluggish, Batik Kartika has recently tried to swerve by producing batik cloth masks.

2 Method

Solutions to the priority problems of the partners of the Ministry of Education and Culture's Community Partnership Program. Research and Technology/National Research and Innovation Agency for Fiscal Year 2022 with the title "Community Partnership Program Training and Assistance in Digital Marketing, Production Technology, Entrepreneurship in Economic Recovery Efforts in the Impact of Covid-19 at the Tirtomoyo Wonogiri Batik Center". Using the Participatory Rural Appraisal (PRA) method. This PRA method is a method of developing community potential where existing problems are identified by the community itself and the results of the solutions to these problems can be utilized by the community for problem solving.

In the implementation phase, the Community Partnership Program socialization activities were carried out by means of FGDs. The parties involved in this activity are: academics, village officials, batik and convection craftsmen. The involvement of all parties to participate in the economic recovery of batik artisans who are members of the

association, due to the impact of Covid-19. One of these sectors is the batik industry sector which provides school uniforms, agency offices, tourism to support and meet the needs of the community. In order to products to be closer to consumers, partners who already have a batik business are needed. Partners' participation in program implementation at the Tirtomoyo Batik Center Wonogiri has the motivation to participate in technology transfer activities very enthusiastically, it will affect the success of technology transfer. The higher a person's motivation to participate in technology transfer activities, the higher the chances of successful technology transfer.

Motivation to actively participate and support the process of transfer of knowledge and technology. Tirtomoyo wonogiri batik craftsmen are very open to the cooperation activities of the community partnership program. The community related parties, the village head, the head of the tirtomoyo subdistrict and the office of micro mall and medium enterprises and cooperatives of wonogiri regency are very supportive of the community partnership program.

Good working environment conditions will support the workers so that they can create a better work spirit so that the goals of the business group at the tirtomoyo wonogiri batik center in trying will be quickly achieved. Culture gives people a sense of comfort to regulate how their daily social life is. The cultural beliefs and values of different groups of workers have a significant impact on how they construct meaning from the technology they use both at work and for personal use. Cultural traits of both parties can have a significant impact on effectiveness and therefore affect the success of the process technology transfer.

3 Discussion Result

Partner participation in the implementation of the community partnership program: The place/location of the community training activity group for batik batik craft centers held at batik kartika's house in cangkringan bugel rt.01/rw 05 tirtomoyo wonogiri, central java province. In collaboration with the village head of the tirtomoyo wonogiri village government.

Partners training participants are willing to participate in and accept the transfer of science and technology technology until the program schedule is complete. Post-training partners participants are willing to aid in the batik industry center business group according to the schedule. Partners training participants are willing to take part in the training until the schedule of the community partnership program activities is completed.

Participating partners are willing to obey the rules in the implementation of community partnership program activities. Partners agree, are willing to accept and maintain assets that are donated in the community partnership program. Partners agree, are willing to provide equipment materials that have been used to be developed with new design innovations in community partnership programs.

Partners agreed that after the post-partnership program the community still maintained good relations for program evaluation and establishing a sustainable business

network. Partners participate in developing new designs in community partnership programs. Partners agree that after the post partnership program the community still maintains good relations and forms a sustainable business network. Partners increased their participation or participation in program planning, implementation, and evaluation.

Evaluation of program implementation and program sustainability in the field after the Community Partnership Program activities are completed. Evaluation of program implementation and program sustainability in the field after the Community Partnership Program activities are completed.

Final Stage of Evaluation after the implementation of the Community Partnership Program conformity: Input, Process, Output and Outcome., Evaluation Function in Community Service is not only to supervise the implementation of MSME activities, but also includes data collection as input for determining follow-up actions in improvement efforts. Implementation of activities in community service in the future. Therefore, with the evaluation, it is hoped that there will be improvements in the implementation of community service activities from one period to the next.

The Community Partnership Program activities held in 2022 have had positive effects and results for the Tirtomoyo Wonogiri Batik Center both in terms of the economic aspects of the residents and social aspects. Through the Community Partnership program, Training and Assistance in Digital Marketing, Production Technology, Entrepreneurship, Economic Recovery Efforts in the Impact of Covid-19 at the Tirtomoyo Wonogiri Batik Center, which were given at the Tirtomoyo Wonogiri Batik center successfully marketed their products through social media, 17 small and medium batik businesses or as much as 85 percent (%) succeeded in selling products through social media and marketplaces and success in training on appropriate technology for drying machine production technology as much as 100 percent were able to operate dryers.

In addition, this service has succeeded in forming an appropriate technology in the form of a production technology fabric dryer. Entrepreneurship training has succeeded in establishing independence in entrepreneurship so that the entire process of this activity runs 100% smoothly. The community service team will continue to monitor the development of the business group by conducting intense visits for six months to ensure the business group is running as expected and the eight provisions that have been set are further service programs.

4 Conclusion

The results of the Community Partnership Program activities related to the urgency of the sustainability of the Tirtomoyo Batik center having an impact on the Covid19 pandemic, the following conclusions can be drawn; This Community Partnership Program proves that the implementation of Digital Marketing carried out by Batik entrepreneurs is in accordance with procedures. The results of this Community Partnership Program activity prove that by applying appropriate technology to drying machines, it can help produce more in the rainy season, primarily giving a positive impact on the economic resilience of the Tertomoyo batik center by continuing to carry out the production process and continue to distribute goods to consumers. Through the Community Partnership program, Digital Marketing Training and Assistance, Production Technology, Entrepreneurship

Economic Recovery Efforts in the Impact of Covid-19 At the Tirtomoyo Wonogiri Batik Center, we have succeeded in innovating an appropriate technology in the form of a production technology fabric dryer.

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