

Digital-Based Entrepreneurship Development, Investment Socialization And Marketing Of Asipa Micro, Small And Medium Enterprises In South Tangerang City, Banten

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Abstract.

This service examines the development of entrepreneurship in the new normal period through training, with steps that can be taken to empower business actors in the development of ASIPA MSMEs in South Tangerang City. Training methods using offline and online media. While this service is an effort to socialize investment and marketing for micro, small and medium enterprises at the Creative Industries and Business Actors Association (ASIPA) based on digitalization by participating in training, marketing, obtaining tips for successfully investing in the Indonesia Stock Exchange (IDX) and financially investing in shares (PT. NH Korindo). This training conducts interactive coaching and socialization about the ease of doing business for MSME actors from participants of the Creative Industries and Business Actors Association (ASIPA) is always active in government programs to support income increase for MSME entrepreneurs consistently marketing through social media; Online stores, marketplaces, booths in malls, bazaars, and on websites to optimize facilities and keep up with the times. Thus, the Social Piety Index will form economic development in the community of Serua Village, Ciputat District, South Tangerang City, Banten.

Keywords: Creative Economy, Digitalization, Investment ,Marketing, and MSMEs.

I. INTRODUCTION

The creative economy-based business world is one of the areas of human life whose changes are very fast and dynamic. If in the past business activities were carried out from one market to another, people sold in the market, opened stalls in stores, offered face-to-face on the spot, or other conventional ways. Although these methods are still used by society in general, the times have changed along with the existence of all aspects of life must also follow it without exception the business world. Business and man cannot be separated from human nature because humans are economic creatures as well as social beings. Government measures in improving *ease of doing business* in Indonesia. Banten City Tourism Office, in the implementation of work programs related to community empowerment and community organization activities, socialization of investment, interaction or communication, marketing (marketing) as well as business opportunities and selling can be enjoyed by all people The existence of this opportunity is expected to be a supporting instrument and strengthening creative economy actors at the Creative Industry Association and Business Actors (ASIPA) MSME players in developing business and making investments that earn profits (*returns*) in buying and selling shares of the IDX capital market that are promising in the future in improving the economy and adding and marketing their selling products. SME business actors and companies in business competition are one of them due to not expanding their market in cyberspace. This is similar to the popular message by Jack Ma, one of the world's richest men from China who said, "only businesses that keep up with the times and technology can survive forever".

Business activities in Indonesia are mostly dominated by the people of Serua Village, Ciputat District, South Tangerang City through the Creative Economy frame called the Association of Creative Industries and Business Actors (ASIPA) Micro, Small and Intermediate Enterprises (hereinafter referred to as MSMEs) based on creative industries. The choice of this frame is because the concept is simple and affordable, especially for the lower middle class. However, Economic Economy and MSME players must

also keep up with the times so as not to lose to large companies and be able to compete in the market fiercely and competitively. The increasingly rapid movement and changes in the way of doing business towards digitalization force business people to adapt to follow these changes. For large companies, changes in business patterns that lead to the digitization process are not too problematic due to the characteristics of large companies that have good enough resources. However, for MSMEs, this digitization process will require a lot of preparation (Idah & Pinilla, 2020). From the background of community service mentioned above, there needs to be comprehensive training on the development of creative economy entrepreneurs, product marketing from MSMEs based on digitalization and socialization of investing to increase business capital and become Indonesia's economic growth that is advanced and strong in terms of finance in the community. Based on the background description, the partners' problems are as follows: there are still few who understand investing for ASIPA MSME players, do not know how to invest in banking in the stock capital market, bonds (*Online Trading*) and *Offline Trading*, both Retail and Institutional).

Marketing of MSME products that have not been maximized so there needs to be new opportunities for entrepreneurial development. The specific purpose of this PKM activity is to produce a model or pattern of developing entrepreneurial potential and creative economy in the South Tangerang City area with support and cooperation between local governments, MSME business people, and academics. Through socialization of investing in the development of MSMEs from the Association of Creative Industries and Business Actors (ASIPA) is able to attract a number of businesses that want to invest in stocks, capital markets in developing additional business capital. With the availability of facilities and infrastructure, it is expected to be able to increase the number of entrepreneurs who buy ASIPA MSME products. This PKM is also expected to be able to provide input to business people and Para tourism offices of the local government of South Tangerang City, Banten Province, for the entrepreneurial development of ASIPA MSME actors based on digitalization. PKM benefits; 1) University of Respati Indonesia became better known to the public and improved the image of the institution. 2). Build and strengthen relationships with the community and related parties in collaboration in this community service activity event. 3). Increase relations for institutions to the community, especially those involved in this PKM activity. The benefits to the community from service are as follows: The use of the results of this service is an additional reference to conduct dedication on digitalization-based entrepreneurial development to socialize investment and marketing of MSME products for the Association of Creative Industries and Business Actors (ASIPA) and can provide actual information in the community as needed by ASIPA product managers in South Tangerang City.

II. METHODS

This Community Service activity has been realized with instructional design methods and evaluation designs carried out with the aim of providing knowledge and understanding to MSME actors regarding the use of investing and saving as *entrepreneurship management* in the digitalization era, especially with the development of product marketing. MSME development is a must in processing product marketing. MSME players who still have minimal capital, and the use of digital marketing and investing is one solution, and have an extensive marketing network and the right digital marketing strategy in the development of micro, small and medium enterprises. The form of activities to be carried out is in the form of:

1. Provision of material on the importance of entrepreneurial management in marketing or a good picture as part of micro, small and medium enterprises.
2. In this activity, the community service team seeks to develop activities both in terms of delivering activity materials, investment practices, and questions and answers to the material presented
3. Provision of material on micro businesses to market products or goods made by ASIPA MSME actors in South Tangerang City.

In determining this instructional design, it is necessary to consider the following aspects:

1. Content of activity program materials relevant to their needs. This community service team has mapped the overall material needs for MSME actors which are divided into three activity materials described in each part of the activity material.
2. Background of ASIPA MSME actors such as age, type of business product and so on.

3. Type of business and length of business involved
4. Conduct continuous training.

The evaluation design in this activity is carried out in three stages, namely: a). The activity planning stage; The implementation team with students at the beginning of the activity invited members of ASIPA MSME actors in South Tangerang City. Furthermore, the implementation team determined that the target of this training was the community of MSME actors in the South Tangerang city area. b). The stage of the activity process; The evaluation at this stage is aimed at determining the level of understanding to invest in the training participants accompanied by feedback in the form of questions from the invited participants through direct interactive discussions with resource persons who have received knowledge transfer related to *entrepreneurship*, investment and business strategies based on digital creative economy and marketing of ASIPA's superior products. c). The final stage of activity; Evaluation at the end of this activity is carried out to measure the success of the entire training program. The success indicators of this activity were determined by 80% of participants in this workshop and training activity to understand the techniques of investing in stocks and entrepreneurship, based on the creative economy with applications on *social media, marketplaces and websites* as business strategies and marketing products to be sold to customers in digital media.

III. RESULT AND DISCUSSION

This service activity is carried out with the aim of providing knowledge and understanding to MSME actors from the Association of Creative Industries and Business Actors (ASIPA) regarding the use of investing in the Indonesia Stock Exchange (IDX) and NH, Korindo Securitas as entrepreneurial management in the digital era, especially with the development of product marketing and additional capital through investment. MSME person development training is a must in processing product marketing. The Association of Creative Industries and Business Actors (ASIPA) as MSME players who still have minimal capital, and the use of investment and digital marketing is one solution, and has an extensive marketing network and the right digital marketing strategy in the development of micro, small and medium enterprises.

The form of activities to be carried out is in the form of:

1. Provision of material on the importance of entrepreneurial management in marketing or a good picture as part of micro, small and medium enterprises.
2. Provision of material on investment business to manage business capital through IDX and NH. Korindo Securitas, for MSME players from ASIPA in South Tangerang City
3. Exhibition of Product Samples from the work of ASIPA entrepreneurs at the PKM event.

Results of PKM activities

In determining this instructional design, it is necessary to consider the following aspects:

1. Content of activity program materials relevant to their needs. This community service team has mapped the overall material needs for MSME actors which are divided into two activity materials which are explained in the activity material and question and answer sections.
2. Type of business and length of business engaged by business actors from Industry Associations Creative and Business Actors (ASIPA)

Development Stages

In this activity, the community service team seeks to develop activities both in terms of delivering activity material, practice, and questions and answers to the material presented

Goals

Management and Members of the Association of Creative Industries and Business Actors (ASIPA) as MSME actors in South Tangerang City.

PHOTOS OF PKM ACTIVITIES







IV. CONCLUSION

Business development for MSME players with convenience, the use of digitalization of MSME product marketing and investment socialization are proven to affect the intentions of business actors using digital media. Digital media users at ASIPA, in South Tangerang City, expressed their love of investing with the use of digital media to be used to increase capital in the form of investment. So that it can be an input for IDX and NK Korindo Securities as a contributor to offer investment products to MSME players. Furthermore, as many as 50 more participants attended this service activity. Community service advice (PKM) from the University of Respati Indonesia in collaboration with ASIPA, moralization in the Government program conducts comprehensive coaching and socialization to the wider community to all over the village about the ease of doing business for Creative Economy and MSME business actors, Creative Economy business actors and MSMEs are always active in government programs to support income increase for MSMEs, and Creative Economy business actors and MSMEs immediately switch to digital media consistently through social media; Instagram, Facebook, TikTok, LinkedIn, marketplace, website, etc., for optimization of facilities and the development of the times.

Limitations of Devotion

This devotion has some limitations. First, the location of service activities is far away in the south Tangerang area. This PKM activity is expected to socialize or add insight into digitalization-based marketing and invest so that it can increase revenue with better results. Second, regarding digital investment finance (*fintech*), there is still no interest for this reason, training on investment tips is held. Therefore, the dedication to the implementation of digital investment finance (*fintech*) has not fully represented its development widely, seeing that this specialization only focuses on digital investment and the participants who attended were slightly less than 100 people.

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