

**ABDIMAS TALENTA**
Jurnal Pengabdian Kepada MasyarakatJournal homepage: <https://talenta.usu.ac.id/abdimas>

Digitalization Training for MSMEs to Increase Competitiveness in the Digital Era

Ance Marintan D. Sitohang^{*1} , Khaira Amalia Fachrudin¹ , Magdalena Linda Leonita Sibarani² , Ivan Jaya³

¹Program in Management, Faculty of Economics and Business, Universitas Sumatera Utara, Medan, Indonesia

²Program in Management, Faculty of Vocational, Universitas Sumatera Utara, Medan, Indonesia

³Program in Information Technology, Faculty of Computer Science and Information Technology, Universitas Sumatera Utara, Medan, Indonesia

*Corresponding Author: ance_mds@usu.ac.id

ARTICLE INFO

Article history:

Received : 18 September 2024

Revised : 21 September 2024

Accepted : 11 December 2024

Available online: 20 June 2025

E-ISSN: 2549-418X

P-ISSN: 2549-4341

How to cite:

Sitohang, A.M.D., Fachrudin, K.A., Sibarani, M.L.L., and Jaya, I. (2025). Digitalization Training for MSMEs to Increase Competitiveness in the Digital Era. ABDIMAS TALENTA: Jurnal Pengabdian Kepada Masyarakat, 10(1), 85-90.

ABSTRACT

MSMEs in Indonesia are the most important and strong pillars of economic development. Its role in driving the rate of economic growth and employment is huge. MSME MUA RiasaNeni is an MSME that operates in cosmetology services. The problems that occur with UMKM MUA RiasaNeni are the limited human resources of UMKM MUA RiasaNeni in creating interesting content on social media as promotional media, the limited supporting tools they have especially for the need to develop content, and the absence of financial bookkeeping that is used to record all financial transactions, for keeping records of all financial transactions precisely and systematically. The solution taken by the service team was to provide training to UMKM MUA RiasaNeni actors. Activities were carried out at PTPN IV Emplasmend Kebun Laras, Bandar Hulan District, Simalungun Regency.

Keyword: MSMEs RiasaNeni, MUA (Make-up artist), Digital Literacy, Financial Reports



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International.

<http://doi.org/10.32734/abdima.talenta.v10i1.18212>

1. Introduction

MSMEs in various countries, including Indonesia, are truly the most important and strong pillars of economic development. Its role in driving the rate of economic growth and employment is huge. Micro, Small, and Medium Enterprises (MSMEs) aim to grow and develop businesses to build a national economy based on just economic democracy. This implies that MSMEs are a tool for the national struggle to grow and develop the national economy by involving as many economic actors as possible based on their potential based on justice for all stakeholders.

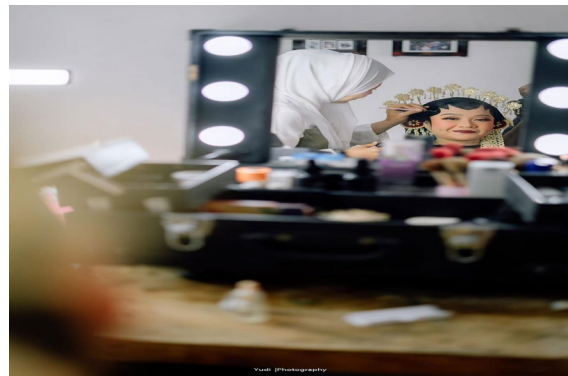
Data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia states that the number of MSMEs in Indonesia is 64.19 million, of which the composition of Micro and Small Enterprises is very dominant, namely 64.13 million or around 99.92% of the entire business sector (<https://www.ekon.go.id>) [1]. The Medan City Cooperatives and SMEs Department stated that the total number of MSMEs was 1,603, including 1,480 micro businesses, 112 small businesses, and 11 medium businesses. This phenomenon shows that MSMEs are productive businesses to be developed to support economic development in Indonesia and influence the development of other sectors. Research conducted by Karimah states that the role or existence of MSMEs is very useful in distributing community income [2].

One of the businesses that is currently growing quite rapidly in the service sector is a business operating in the make-up artist sector. Make-up artists (MUA) are people who have the expertise to apply make-up or to apply make-up to clients so that clients look more beautiful. However, in its development, makeup is no longer just a way to appear more attractive but has also become an important part of various situations and conditions that require makeup, according to needs [3]. In the past, the Make-up Artist (MUA) profession was often considered trivial and less prestigious. Many feel that being an MUA is not prestigious, so this profession is not promising [4]. However, as time goes by, especially in the current digital era, more and more makeup tutorial video content can be seen on various social media platforms. such as on YouTube, Instagram, Facebook, and other social media. This condition ultimately attracted the public's attention and interest in making MUA a promising career in the field of cosmetology services. Thus, direct makeup training and workshops are increasingly in demand by the public. The profession as a MUA is no longer seen as just a necessity but has become a means to channel hobbies and passions in art and beauty.

RiasaNeni is a service business in the beauty sector that is currently developing in the current digital era. The RiasaNeni business, which is often called MUA, is managed by Mrs. Neni and several other employees and has been started since 2018. MUA RiasaNeni, which is located at PTPN 4 Emplasmend Kebun Laras, Bandar Huluan District, Simalungun Regency, not only provides MUA services around the Laras area, but Their services have reached the Siantar, Sidamanik, Binjai and Medan areas.



(a)



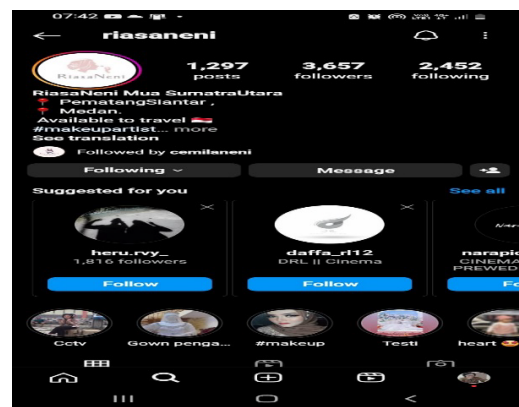
(b)

Figure 1. (a) MUA RiasaNeni logo; (b) RiasaNeni MUA services

RiasaNeni already has an Instagram and Facebook account with the account name RiasaNeni Mua North Sumatera, as a means of promotion. However, it is very unfortunate, that the content on Instagram and Facebook does not only contain MUA service business content. Social media content that is already owned by MUA RiasaNeni is still combined with personal content. In other words, MUA RiasaNeni's social media account has not been managed professionally. The following is a picture of the MUA RiasaNeni account on Instagram and Facebook.



(a)



(b)

Figure 2. (a) MUA RiasaNeni on Instagram account; (b) MUA RiasaNeni on Facebook

From the picture above it can be seen that MUA RiasaNeni uses social media as a promotional tool. Kotler and Keller state that online and social media marketing are "online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services" [5]. Social media is a marketing communication activity to attract customers/consumers or companies to increase awareness, and company image and increase sales in various forms using electronic (online) media.

The results of initial interviews with UMKM MUA RiasaNeni managers stated that the equipment used in creating MUA RiasaNeni content was still very limited, for example, the equipment needed for lighting. This limitation also results in these MSMEs being less than optimal in providing services to consumers who use their services. Apart from that, UMKM MUA RiasaNeni also does not have financial books. In business ventures, financial bookkeeping is very important to make it easier to control business operational costs. According to Indika in the Ministry of Finance [6]. Financial bookkeeping is the process of recording all financial transactions during the running of a business. The purpose of bookkeeping itself is to keep records of all financial transactions accurately and systematically [7].

2. Methods

The target audience for this service activity is the productive age group, namely MSMEs. The partner in this community service is MUA RiasaNeni at PTPN 4 Emplasmend Kebun Laras, Bandar Huluan District, Simalungun Regency. The partner's problem lies in the limited human resources in digital literacy and financial literacy of MSMEs which greatly influence the improvement of services to MSME service users. Efforts made to improve digital literacy and financial literacy skills in MSMEs MUA RiasaNeni at PTPN 4 Emplasmend Kebun Laras, Bandar Huluan District, Simalungun Regency are through digital literacy and financial literacy training for MSMEs.

Table 1. Implementation Stage of Community Service Activities

Number	Stages of activity	Operational Action
1	Needs Assessment Stage	At this stage the service team will conduct an initial survey through interviews with MSMEs players via online communication. The interview results are then analyzed to determine problem priorities
2	Module Preparation Stage	The service team will review articles related to the required material. This activity is carried out so that the material prepared is evidence-based and can be justified. The material will contain guides to digital literacy and financial literacy for MSMEs
3	Mentoring Stage	This stage contains training activities through FGDs for MSME actors MUA RiasaNeni with the theme: "Digitalization Training for MSMEs Actors to Increase Competitiveness in the Digital Era
4	Evaluation Stage	The implementation team will evaluate the program being implemented. This is an important stage in empowering MSMEs to see the sustainability of a program. So at this stage, activity achievement indicators are determined: <ol style="list-style-type: none"> At least one MSMEs employee is able to manage digital content used by MSMEs MUA RiasaNeni in promoting their services At least one MSMEs employee is able to create financial bookkeeping to keep records of all financial transactions accurately and systematically.

3. Result and Discussion

This community service activity resulted in several achievements. Digital-based MUA content as a promotional platform UMKM MUA RiasaNeni already has a social media account as a promotional platform. The social media platforms used as promotional platforms are Instagram and Facebook. Regarding social media platforms as a means of promotion, there are several things that need attention, including:

- a. The available RiasaNeni Instagram account is still combined with a personal account. Through assistance provided by the service team, MSME RiasaNeni was trained to change their personal Instagram account to a business Instagram account. Business accounts are very important in promotions because they offer a number of features that are not available on personal accounts, especially in the context of digital marketing. Having a business account increases credibility and a professional impression of your brand or business. People are more likely to trust and interact with accounts that appear official and serious. Change to a Business Instagram Account:

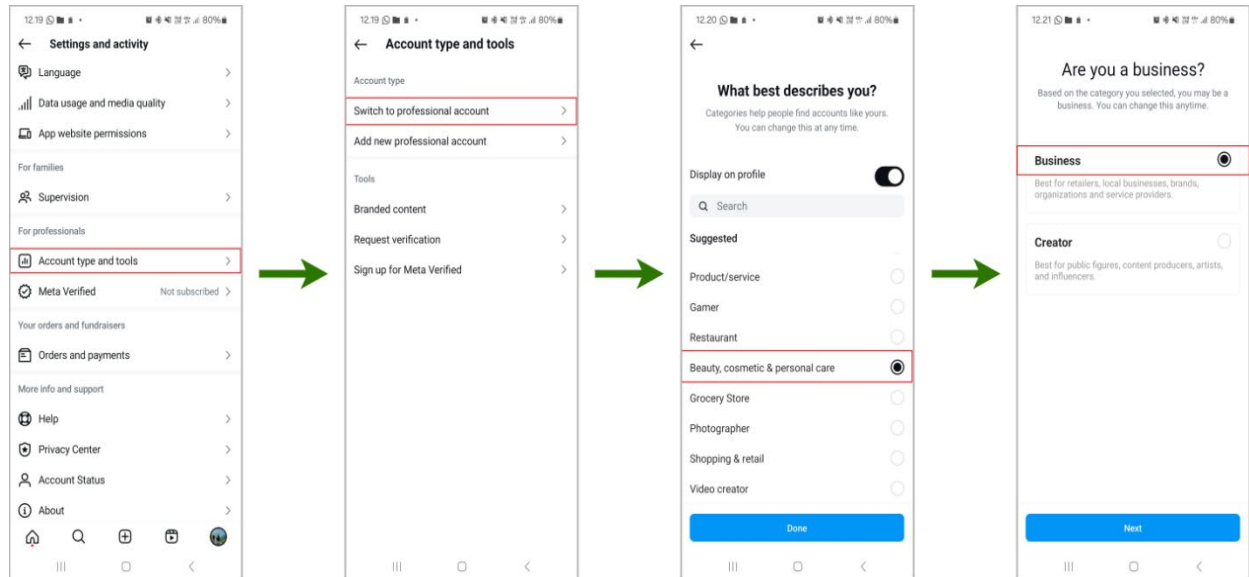


Figure 3. Business Instagram Account

- b. Content Resolution Settings.

Setting content resolution is very important in creating digital content for MUAs because the right resolution ensures good visual quality and maximizes the impact of the content on digital platforms. Resolution refers to the number of pixels displayed on the screen, usually expressed as width x height. The higher the resolution, the sharper and clearer the resulting image or video. Each platform has certain specifications and aspect ratios that are ideal for content. Matching the resolution and aspect ratio to the platform used is essential to ensure your content appears optimally without distortion.

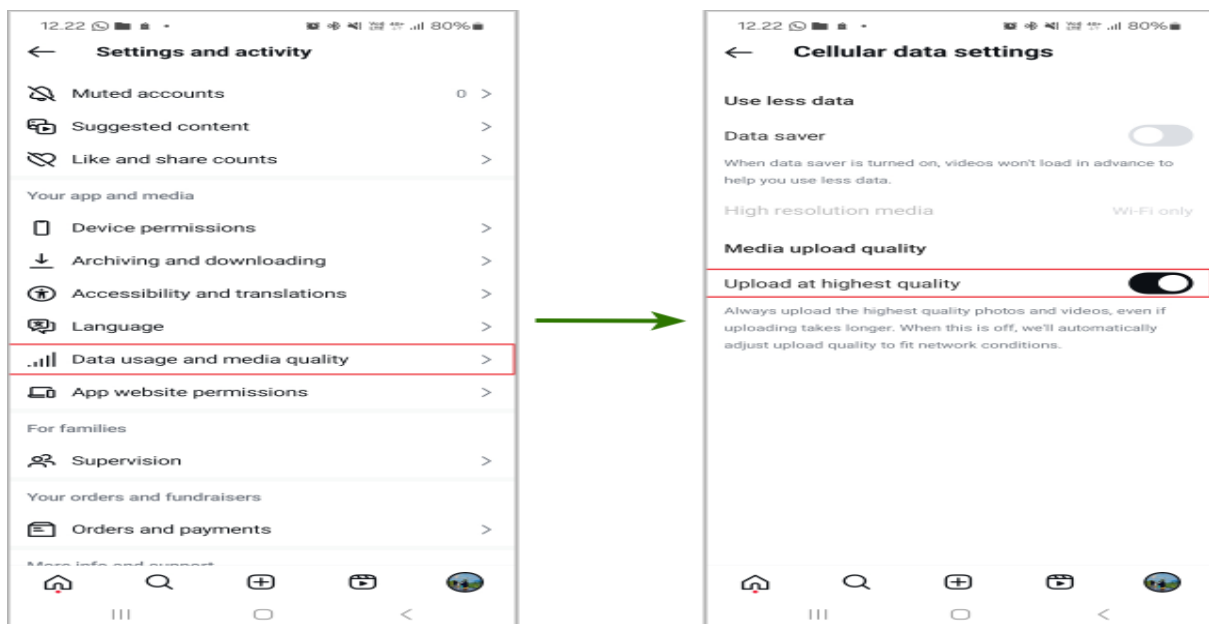


Figure 4. Content Resolution Settings

- c. Haven't completed the Link yet.

The available RiasaNeni Instagram account does not have a complete link, as shown in the image below.

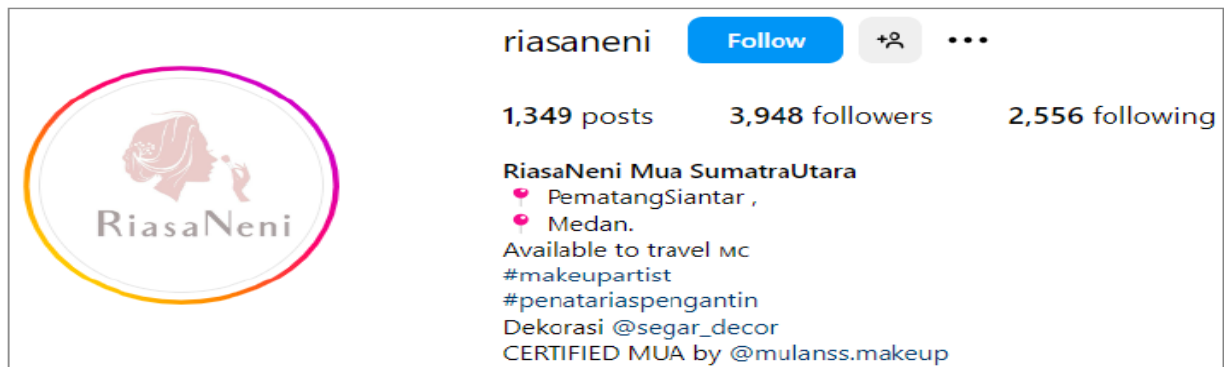


Figure 5. RiasaNeni Profile

Links in digital content play an important role in expanding reach, increasing engagement, and providing added value to the audience. Links make it easy for audiences to access additional information, such as products used, related articles, or services offered. For example, in a makeup tutorial, including links to the products used helps your audience find and purchase those products more easily. By including links to content or profiles of other MUAs, MSME MUA RiasaNeni can build good relationships and open up collaboration opportunities. This can also help expand the MSME MUA RiasaNeni audience through link exchange.

MUA RiasaNeni's MSME business does not yet have a financial report, even if it is only a simple financial report. Simple financial reports are important, especially for small businesses or individuals who manage their businesses. Financial reports help MSME MUA RiasaNeni to understand their overall financial condition. With simple reports, MSME MUA RiasaNeni owners can see income, expenses, and profit or loss in a certain period, which is important for decision-making. With simple financial reports, RiasaNeni can monitor cash inflows and outflows, ensuring the business has sufficient liquidity to meet daily operational needs. Financial reports help in preparing budgets and financial planning. By knowing expenditure and income patterns, MSME MUA RiasaNeni can plan a realistic budget and set expenditure priorities. Through financial reports, RiasaNeni MSME owners can monitor business performance from time to time. This helps in identifying positive trends or issues that may require immediate attention.

4. Conclusion

RiasaNeni is a service business in the beauty sector that is currently developing in the current digital era. Before assisting MSME MUA RiasaNeni, MSME RiasaNeni already had a social media account that was used as a promotional platform. However, the appearance of RiasaNeni's social media account is still very simple. Through digital assistance and training carried out by the service team for UMKM MUA RiasaNeni, RiasaNeni can further improve the quality of their social media account displays as a promotional platform to improve the quality of their services. The training provided is in the form of creating a business Instagram account, training in setting content resolution, and completing links on Instagram accounts. Apart from that, UMKM MUA RiasaNeni was also trained to make simple financial reports. Having simple financial reports can help in preparing budgets and financial planning. By knowing expenditure and income patterns, MSME MUA RiasaNeni can plan a realistic budget and set expenditure priorities.

5. Acknowledgements

Thank you to the KEMENDIKBUDRISTEK for the 2024 Social Economy themed Community Service Grant

REFERENCES

- [1] Kementerian Koordinator Bidang Perekonomian RI, *UMKM Menjadi Pilar Penting dalam Perekonomian Indonesia*, Jakarta, 5 Mei 2021. Dikases dari UMKM Menjadi Pilar Penting dalam Perekonomian Indonesia - Kementerian Koordinator Bidang Perekonomian Republik Indonesia pada tanggal 31 Maret 2022

- [2] Karimah, K., Muhtadi, R., & Kamali, K. Strategi Penanggulangan Pengangguran Melalui Peran Usaha Kecil Menengah (UKM) Genting. Ar-Ribhu: *Jurnal Manajemen dan Keuangan Syariah*, 2(1), 107-131. 2021
- [3] Padang, K. K. *Mengoptimalkan Prakarsa Media Sosial untuk Mendukung Bisnis Make Up Artist di Ikatan Pengusaha Muslimah Indonesia (IPEMI)*. 2023
- [4] Fikri, Chairul. *Profesi Makeup Artist Kerap Diminati Generasi Milenial*. <https://www.beritasatu.com/gaya-hidup/587879/profesi-makeup-artist-kian-diminatigenerasi-milenial>. 2019
- [5] Kotler and Keller. *Marketing Management*. Pearson: Prentice hall. 2016
- [6] Indika, D. R., & Jovita, C. Media sosial instagram sebagai sarana promosi untuk meningkatkan minat beli konsumen. *Jurnal Bisnis Terapan*, 1(01), 25-32. 2017
- [7] Said, M dan Mulyadi R., *Pemkot Medan: Lebih 200 UKM bergabung di pasar daring*. Diakses dari Pemkot Medan: Lebih 200 UKM bergabung di pasar daring - ANTARA News Sumatera Utara pada tanggal 31 Maret 2024