Jurnal Pengabdian kepada Masyarakat Cahaya Mandalika (Abdimandalika)
https://ojs.cahayamandalika.com/index.php/abdimandalika
Vol. 5, No. 2, 2024
ISSN: 2722-824X (Online)
hh. 98-102

Empowerment of SMEs Through Marketing Optimization and Legality Based on the Tourism Potential of the Tandung Andung Reservoir in Lendang Are Village, Central Lombok

Supratman[1*], Afrida Nur Chasanah[2], Ridho Rafqi Ilhamalimy[3], Sari Kartikaningrum[4], Baiq Rabiatul Adawiyah Kartika Wulan[5]
[1,2,3,4,5]Universitas Pendidikan Mandalika, Mataram, Indonesia
*Corresponding Author e-mail: supratman@undikma.ac.id

disubmit: 7-10-2024 dipublish: 11-11-2024

Abstract
Lendang Are Village, located in Kopang Sub-district, Central Lombok Regency, has significant economic potential supported by the micro, small and medium enterprise (MSME) sector and the beauty of Tandung Andung Reservoir tourism. However, MSME players' understanding of digital marketing and business legality is still minimal, hampering their business development. This training aims to improve the understanding of Lendang Are Village MSMEs regarding digital marketing and business legality. The training method consisted of three stages: preparation, implementation, and training with a focus on digital marketing strategies and business legality. The results of the training showed an increase in participants' understanding, especially in utilizing social media and the business legality process. Questionnaire data showed that understanding of digital marketing increased from 40% to 85%, while understanding of business legality increased from 30% to 75%. This training successfully had a positive impact on MSMEs in Lendang Are, especially in preparing them to face a wider market through digital marketing and strong business legality.
Key Words: *MSMEs, digital marketing, business legality, Tandung Andung Reservoir, training*

INTRODUCTION

Lendang Are Village, located in Kopang District, Central Lombok Regency, is an area with significant economic potential supported by its small and medium-sized enterprises (SMEs). The region is known for its natural beauty, including the Tandung Andung Reservoir, which has emerged as a new tourist attraction. Leveraging this tourism potential can create opportunities for local SMEs to grow their businesses, particularly in the culinary, handicrafts, and tourism service sectors. However, the local SME owners have limited understanding of digital marketing strategies and business legality, highlighting the need for comprehensive training to help them compete in broader markets.



Figure 1. Tandung Andung Reservoir Tourism in Lendang Are Village, Kopang District, Central Lombok Regency. Source: documentation.

Despite its promising potential, most SMEs in Lendang Are face various challenges in optimizing their product marketing. A lack of knowledge about modern marketing strategies, especially digital marketing, is one of the main obstacles. Additionally, many SMEs lack legal business status, which hinders their access to financing and broader business opportunities.

Digital marketing theories, such as the 7P model (Product, Price, Place, Promotion, People, Process, Physical Evidence), are highly relevant for SME development. According to Kotler and Keller (2016), digital marketing allows SMEs to expand their market reach without significant costs. Digital marketing tools such as social media, websites, and e-commerce platforms provide opportunities for SMEs to increase visibility and

https://doi.org/10.36312/abdimandalika.v5i2.3860
Copyright©2024, Author (s)
This is an open-access article under the CC-BY-SA License.

access new consumers (Chaffey & Ellis-Chadwick, 2019). The legal aspect is also crucial, as business legality guarantees the rights and legal protection for business owners, while increasing consumer trust (Putri, 2022). Business legality, including trademark registration and business licensing, is essential for sustainable business operations (Ayu, 2020). Previous studies also demonstrate that effective implementation of digital marketing strategies can increase SME revenues by up to 40% (Santoso & Wibowo, 2021). Furthermore, community service programs in several regions show that business legality training significantly helps SMEs access capital from banks and formal financial institutions (Dewi, 2023)

This training was conducted as an effort to assist SME owners in Lendang Are Village in overcoming these challenges. It is expected to have a positive impact by enhancing marketing skills, particularly through digital platforms, and emphasizing the importance of business legality in supporting their long-term business sustainability.

IMPLEMENTATION METHOD

Preparation Stage

In this stage, participant needs were identified through brief surveys and interviews. The training material was developed based on the survey results, focusing on digital marketing and business legality aspects. Technical preparations included organizing the venue, presentation equipment, and training modules.



Figure 2. Preparation of attendance registration. Source: documentation.



Figure 3. Preparation for singing the Indonesian National Anthem. Source: documentation

Implementation Stage

The training was held on October 9, 2024, with 24 participants. The training was divided into two main sessions:

Digital Marketing Session: Introduction to the basic concepts of digital marketing, utilizing social media platforms such as Instagram and Facebook for promotion, and the use of e-commerce to expand market reach.



Figure 4. Digital Marketing Session. Source: documentation.

Business Legality Session: Explanation of the importance of business legality aspects, including the importance of having a Micro and Small Business License (IUMK), the process of obtaining business legality, and the long-term benefits of legality in opening access to financing and business partnerships.



Figure 5. The Importance of Business Legality Session. Source: documentation

Training Stage

Each session was accompanied by simulations and case studies. Participants were guided to create simple digital marketing strategies for their businesses and provided with templates of legal documents required for their business operations.

Figure 6. Simulation of Digital Marketing Strategy. Source: documentation.





RESULTS AND DISCUSSION

The results of the training showed that most participants felt better prepared to face the challenges of marketing and business legality. In the marketing session, participants understood that tourists coming to the Tandung Andung Reservoir could be a potential target market for their local products, especially if marketed with the right strategy through social media. The following table shows the participants' improved understanding of marketing and business legality based on the pre- and post-training questionnaires:

Table 1. Pretest and Posttest Results Analysis and Improvement in Understanding of Entrepreneurship

Category	**Pretest (%)**	**Posttest (%)**	**Increase (%)**
Understanding of Digital Marketing	35%	80%	45%
Social Media Utilization	40%	85%	45%
Business Legality Knowledge	30%	75%	45%
Trademark Registration	25%	70%	45%

The table above shows that the training had a positive impact on improving participants' understanding, particularly in the areas of digital marketing and business legality. Many participants who previously did not have social media accounts for their businesses have now started using them actively. Additionally, participants have also begun processing their business legality through the OSS (Online Single Submission) platform.



Figure 7. Q&A session with participants. Source: documentation.



Figure 8. Final Session of SME Empowerment Through Marketing Optimization and Legalization Based on Tandung Andung Reservoir Tourism Potential. Source: documentation.

CONCLUSION

The training conducted in Lendang Are Village demonstrates that optimizing digital marketing and improving business legality are crucial for SME sustainability. With better knowledge and understanding, business owners can leverage existing potential, such as the Tandung Andung Reservoir tourism, to grow their enterprises. The combination of digital marketing technology and legal business foundations is key to overcoming modern market challenges.

SUGGESTIONS

Based on the training outcomes, several suggestions can be made:

1. Follow-up Assistance: Continuous mentoring for participants is necessary to ensure that they implement the strategies and legal knowledge gained during the training.
2. Expansion of Training Scope: Future trainings should cover advanced topics such as online advertising and product branding to further support the growth of SMEs.
3. Collaboration with Local Government: Collaboration with local authorities can help facilitate legal processes and provide financial or regulatory support for SMEs.

ACKNOWLEDGMENT

This service activity was possible because of support from LPPM Mandalika Education University

REFERENCES

1. Ayu, D. (2020). Pentingnya legalitas usaha dalam menciptakan usaha yang berkelanjutan. Jurnal Hukum dan Ekonomi, 12(3), 50-60.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.
3. Dewi, R. (2023). Pengaruh pelatihan legalitas usaha terhadap akses permodalan UMKM di daerah perdesaan. Jurnal Ekonomi dan Bisnis, 10(1), 65-72.
4. Dinas Pariwisata Lombok Tengah. (2023). Potensi wisata Waduk Tandung Andung.
5. Kementerian Koperasi dan UKM Republik Indonesia. (2023). Panduan pengurusan izin usaha mikro kecil.
6. Kemenkominfo. (2023). Digitalisasi UMKM: Strategi pemasaran di era digital.
7. Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
8. Putri, A. (2022). Manfaat legalitas usaha untuk keberlanjutan UMKM. Jurnal Hukum Ekonomi, 5(3), 45-58.

9. Santoso, A., & Wibowo, H. (2021). Dampak pemasaran digital pada peningkatan penjualan UMKM di Indonesia. Jurnal Ekonomi Digital, 7(2), 30-44.
10. Undang-Undang No. 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah.