

# INCREASED HUMAN RESOURCES CAPACITY IN THE USE OF E-COMMERCE BASED ON AZAS KEMANDIRIAN AT FAJAR BAKERY, BERBAH, SLEMAN

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## ABSTRACT

**Purpose:** *This community service aims to increase the capacity of human resources in the use of e-commerce through the principle of independence at Fajar Bakery Berbah Sleman so as to increase the ability of partners to do marketing and improve business competitiveness.*

**Methods:** *The method of implementing community service activities used methods of observation, socialization, and training. Broadly speaking, the implementation stage is carried out in 3 stages, namely the preparation stage, the implementation stage, and the evaluation stage.*

**Result and discussions:** *The implementation of community service at Fajar Bakery was carried out through zoom which was divided into 2 sessions and was attended by 17 participants with discussions on training on the use of e-commerce and socialization of the Asas Kemandirian in business.*

**Conclusion:** *The results of this activity are the implementation of training activities for the use of e-commerce and the manufacture of e-commerce, namely GoFood, the socialization of the implementation of the Principle of Independence that can be applied to MSMEs in business management, and the participation of students of the Faculty of Economics of UST to assist the implementation of community service activities regarding increasing the capacity of human resources in the use of e-commerce at Fajar Bakery.*

**Keyword:** *principle of independence, e-commerce, marketing, MSMEs.*

## 1. INTRODUCTION

The development of the business world is getting faster and the competition is getting tougher. This requires every business actor to take advantage of all the potential and opportunities it has, overcome the weaknesses and threats it faces, have a competitive advantage, and establish and improve relationships with customers. The current global era makes challenges and competition increasingly sharp in capturing market share so that companies are required to empower their resources effectively and efficiently in order

to have a competitive advantage. Micro, Small, and Medium Enterprises make a major contribution to the economy, especially in creating jobs. The increasing number of MSMEs will create jobs so as to reduce unemployment and make a major contribution to the economy.

Advances in technology and information today require people to connect with the internet. One of the lifestyles that was born is shopping via the internet or often called e-commerce which in Indonesian can also be interpreted as online shopping. The key to the success of Micro, Small and Medium Enterprises (MSMEs) is the availability of a clear market for the products they want to sell. The current market share does not have to open a shop at home or a roadside shop, but opening a business can be done by opening an online shop or e-commerce using the internet as a connecting medium.

Turban et al., (2017) explained that Electronic commerce (e-commerce) is a concept that describes the process of buying and selling goods, exchanging products, services, and information through information networks including the internet. E-commerce is defined as a commercial transaction involving the exchange of value through digital technology. Online shopping or trading activities that utilize internet facilities can facilitate transactions without having to meet face-to-face between sellers and buyers as well as transactions without time and place limits. In e-commerce, product marketing can also be done online so that it can cut operational costs for trading activities (Magdalena & Ellyani, 2017). In e-commerce, not only buying and selling transactions, but also marketing and expanding market share. The existence of e-commerce can make business changes towards a more advanced, cost and time efficiency, and can increase profits (Deriani, 2017).

Fajar Bakery is one of the SMEs located in Sendangtiro, Berbah District, Regency or about 71 km from the UST Faculty of Economics. Established since 2016 running a bakery business, both an order system and a continuous process or continuous production. Fajar Bakery is able to produce 1000 pcs of bread in a day with various flavors and sizes. Fajar Bakery's marketing activities are partially carried out manually by offering products to stores, mouth to mouth, and through WhatsApp. Meanwhile, reservations are only made traditionally. When compared with the use of e-commerce of similar businesses, Fajar Bakery is still very lacking.

The development of today's technology has become an added value in the business world and provides more ability to compete. Case study conducted by Hanum & Sinarasri (2017) on MSMEs in Semarang City shows that the adoption of e-commerce is able to improve the performance of MSMEs in product marketing. The problem faced by Fajar Bakery is the unavailability of reliable resources in marketing and using technology in product marketing and sales (e-commerce). So far, marketing is still being carried out

using traditional methods by offering products to stores, mouth to mouth, and through WhatsApp.

The purpose of this community service is to implement e-commerce in the sale of various MSME products at Fajar Bakery so as to introduce and increase sales turnover. The method used is by using the method of observation, training, and socialization. The expected benefit from the implementation of this community service is that the training assistance and e-commerce applications can increase the motivation of partners to market their products so that their turnover increases.

## 2. METHOD

The method of implementing community service activities uses the method of observation, training, and socialization. Observation is used to find information about the condition of partners and the problems they face. The training method is used to provide education and understanding to Fajar Bakery employees about the use of e-commerce. Meanwhile, the socialization method was used to provide participants with an understanding of the principle of independence. Broadly speaking, the stages of implementing community service activities are presented in Figure 1.



Figure 1. Stages of Community Service Implementation

a. Preparation Stage

At the preparation stage, program coordination is carried out with partners by conveying the intent and purpose of implementing activities and the licensing process for Abdimas activities. In addition, introducing the service team and explaining the agenda for implementing activities and personnel involved in service activities. The service team collects information related to the obstacles/barriers faced in using e-commerce and provides an understanding of the benefits of using e-commerce as a means to seek information, conduct promotions, and business transactions. Next, the Team conducts FGD with Partners to determine the problems that will be solved together. Based on the results of initial observations obtained a description of the problem and problem solving methods presented in Figure 2.

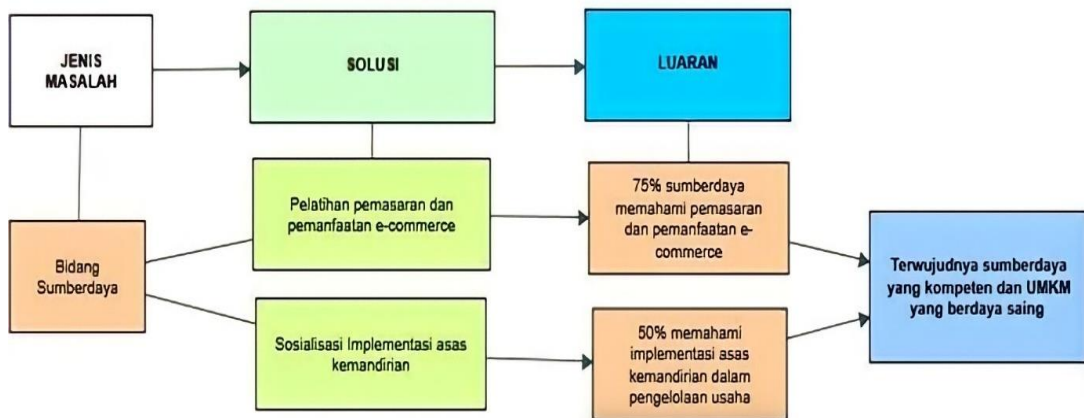


Figure 2. Abdimas Solutions and Outcomes

Based on the analysis of the problems faced by partners, the team and partners agreed to solve problems in the field of marketing and resources. Problems in the field of marketing are partner marketing which is still carried out traditionally, and does not yet have competent resources in the use of e-commerce. The results of research by Umiyati & Achmad (2021) show that one of the factors that influence MSMEs in using the digital economy is information technology training provided to MSME actors. Based on the identification of the partner's problems, the service team offers solutions in the form of PKM including (1) increasing human resources in the use of e-commerce which aims to increase partner knowledge about marketing and the use of e-commerce. Partners will be given training related to promotion methods and the use of e-commerce in marketing and selling products; and (2) socialization of the principle of independence in business management which aims to provide an understanding of the principle of independence in the management of business activities. The principle of independence means a person's right to regulate himself in

an orderly peaceful life together, where MSME actors can survive and develop their business to raise the dignity of the community. The expected output targets for each solution include 75% of Fajar Bakery's resources being able to understand marketing methods and being able to operate e-commerce and 50% of Fajar Bakery's resources being able to understand and implement the principle of independence in business management. The results are expected to be able to realize reliable MSME resources in marketing and use of e-commerce, so as to be able to realize competitive MSMEs.

b. Implementation Stage

In the implementation stage, at this stage the team conducts training related to marketing methods and the use of e-commerce as a means of marketing and business transactions. Furthermore, the team provided socialization of the implementation of the principle of independence in business management so that MSME actors were more independent and stronger. At this stage, the creation of e-commerce in the form of GoFood accounts belonging to partners which can then be operationalized for marketing and sales.

c. Final Stage

At this stage the Team conducts monitoring and evaluation, as well as providing assistance to MSME actors using e-commerce and managing online stores.

### 3. RESULTS AND DISCUSSION

The implementation of community service using training and mentoring methods was carried out on Friday, July 8, 2022 at 07.00 pm which was attended by 17 participants. The event began with an overview of the company's description by the owner of Fajar Bakery. In the training on the use of e-commerce, 2 materials were delivered by the resource persons, namely the importance of using E-commerce in the business and the process of using the GoFood application.

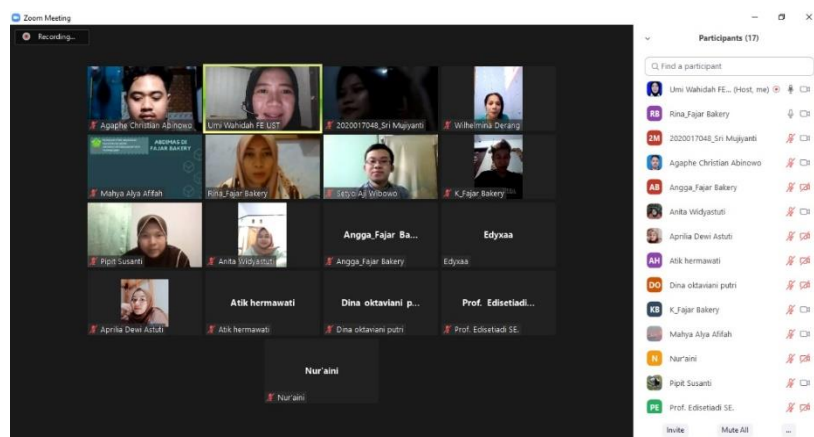


Figure 3. Implementation of Community Service activities

### **3.1 E-Commerce Utilization Training**

The first material on the use of E-Commerce was delivered by Rozaidy Mahadi, Umi Wahidah and Nala Tri Kusuma and assisted by students of the Faculty of Economics conveying about the introduction of e-commerce, benefits, and steps for using GoFood. The informant said that e-commerce is a means to make buying and selling transactions, but can do marketing and expand market share. The existence of e-commerce can make business changes to a more advanced direction, cost and time efficiency, and can increase profits. The GoFood application will be one of the applications of technology as a marketing and promotion medium by Fajar Bakery. Research result Hanum & Sinarasri (2017) on MSMEs in Semarang City shows that the adoption of e-commerce is able to improve the performance of MSMEs in product marketing. Second, the resource person conveyed about the process of using GoFood in a business starting with how to register a GoFood account by (1) downloading the Gobiz application; (2) enter personal data such as ID card; (3) Enter bank account information; (4) enter business information; (5) Enter the outlet information; and (6) insert a photo of the outlet from the outside. In addition, there are several things that must be considered when registering a GoFood account, including learning the benefits and conditions of each service fee, and selecting the service/feature (GoFood, GoPay, POS) you want to activate by checking the checkbox.

### **3.2 Socialization Asas Kemandirian in MSMEs**

Sri Ayem and Andri Waskita Aji and assisted by students of the Faculty of Economics presented the Principle of Independence to MSMEs in the second session. The resource person explain that the principle of independence in Tamansiswa is the right of a person to regulate himself in an orderly peaceful life together which is contained in the Asas Tamansiswa 1922 Article VI. Through the application of the Asas Kemandirian, it will encourage human ideals, happy greetings, an orderly world of peace that can affect perceptions and motivation in achieving goals. The implementation of the Asas Kemandirian in the management of MSMEs can be carried out by MSME actors where business actors are expected to be able to manage their business and create a business management system independently. Develop various strategies so that their business is able to exist, without harming other parties, so that they are able to prosper both themselves and their employees. Business actors will exert all their capabilities for the common good.

## **4. CONCLUSION**

Community service on increasing human resource capacity in the use of e-commerce resulted in the following activities.

- a. Implementation of training activities on the use of e-commerce and the manufacture of e-commerce, namely GoFood at Fajar Bakery to promote and sell products online so as to increase the convenience and competitiveness of MSMEs.
- b. Organizing the socialization of the implementation of the Principle of Independence that can be applied to MSMEs in business management.
- c. The implementation of the participation of the UST Faculty of Economics students to assist the implementation of community service activities regarding increasing the capacity of human resources in the use of e-commerce at Fajar Bakery.

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