

## Case study

# **Community Empowerment Through Digital Marketing Optimization- Based Sociopreneurship Training**

### **Abstract**

This paper is a descriptive presentation of the results of community service activities in Lamongan Village, East Java Province, Indonesia. This activity focuses on empowering women bag artisans who are there. In total, 30 bag confectionery women are members of the Forway brand MSME Bag employees. These women still need to be fostered with more incentives, especially in product marketing, because they are currently still using traditional marketing techniques, namely relying on subscribed wholesale buyers. The service team takes a sociopreneurship approach, namely entrepreneurship, whose primary goal is not for personal profit alone but for the benefit of the wider community. So, in their activities, these bag tailors are taught to market bag products through digital marketing such as TikTok, Facebook, Instagram, Shopee, and whatsapp. With this activity, it is hoped that these bag-sewing women will not only be tailors but also be more empowered to become product marketers. In addition, the SMEs that host it are expected to get a significant increase in profit from this training activity.

**Keywords:** Community Service, Community Empowerment, Digital Marketing, MSMEs, Sociopreneurship

### **Introduction**

Facing modernization today cannot be separated from equitable access to technology in society. For the most part, technological sophistication was established in big cities because the infrastructure was in place. In contrast, in rural areas, infrastructure is not as sophisticated as in urban areas, so there are limited access and a lack of information for people in rural areas. This challenges researchers who choose the community empowerment approach through information technology in rural areas. Even though technological innovation in rural areas has a strategic role in helping to utilize the potential of rural communities, increasing the knowledge capacity of rural communities, and increasing the productivity of local businesses.

Meanwhile, with the rapid advancement of information technology, a new business model with a social/community approach will emerge, namely sociopreneurship. In contrast to entrepreneurs in general, who only focus on the business of business actors. Sociopreneurs are more involved with the surrounding

environment to create economic prosperity together (Mildawati et al., 2023; Winedar et al., 2022))

Community empowerment programs with a sociopreneurship approach They are very relevant to addressing MSME and community problems. With the mindset of togetherness, communities try to fight together and get benefits together. Regardless of the money earned, people are happier because they feel empowered and valuable to others.

Another priority problem for partners is the lack of optimal digital marketing in marketing their products. Digital marketing is the activity of marketing products/brands using digital media or the Internet. Tailors still think digital marketing sells through websites, don't have social media accounts like Shopee, and don't understand the WhatsApp business. So sales of their products still depend on buyers who have subscribed for a long time with wholesale purchases. Even though in terms of price, the bag products sold tend to be cheap because they produce themselves.



**Figure 1.** The bagged product

Due to the lack of understandable information related to digital marketing literacy, stagnant economies of scale, because they depend on old customers, and stagnant business income because profits also tend to be stable, it is necessary to provide training and assistance in digital marketing to women bag artisans. The hope is that the income earned will increase, and business actors will also have other skills besides sewing bags, namely as product marketers.

## Literature Review

### Community Empowerment through Small Industry

In accordance with Schumpeter's opinion in Sledzik (2013) who states that an entrepreneur is a person who dares to break the existing system by initiating a new system. It is clear that a social entrepreneur also has the ability to dare to face challenges or in another definition is someone who dares to jump from the existing zone of stability. This is what differentiates it from traditional entrepreneurship, the result that social entrepreneurship wants to achieve is not just profit or gain, but aims to provide a positive impact on society at large. Peredo and Mc Lean (2006) argue that Social Entrepreneurship as an organization that has elements of entrepreneurship shows the ability to create new efforts to provide all the social needs of a community that is unable to escape the trap of poverty and underdevelopment. In other words, empowering is an effort to make society independent (Ginanjari Kartasasmita, 1995). Based on the concept, empowerment or empowermen comes from the word power which means power or a group of weak people so that they have the ability to be able to fulfill things related to their life needs and so that they can live more freely. (Margolang, 2018).

Empowerment is a concept that was born as part of the growth of the mind and culture of Western society, especially Europe. This concept emerged in the 70s and after that continues to grow until now. The concept of empowerment can be seen as part of the currents of the middle of the 20th century, which can be known as post-modernism, with an emphasis on behavior and opinions whose orientation is anti-system, anti-structure and anti-determinism, which is applied to the world of power. Starting in the late 1960s, experts realized that economic development was not directly related to other development goals, such as creating jobs, eliminating poverty and inequality, and increasing the fulfillment of basic needs (Musadkk, 2017).

Community empowerment cannot be separated from the concept of improving the people's economy, so that in improving the people's economy, various approaches can be applied, one of which is community empowerment. Where community empowerment is no longer a new thing, but is a structured concept and a strategy in development. So to carry out community empowerment that can achieve prosperity, a strategy is needed, namely a special program for less empowered communities, because several programs that have been created by the government do not always reach all levels of society or do not meet the target. Empowerment also includes not only strengthening individual members of society, but also questioning existing regulations. The context of empowerment also has an element of participation where the community is involved in the development process, and has the right to enjoy the results of development. Empowerment emphasizes recognition of the abilities or powers that one has.

Empowerment comes from the word power which means ability or strength. Sany (2019) describes empowerment as giving power to a community or group of people to act to overcome problems and raise their standard of living and welfare. Community empowerment is also called a way and method used by a person or group to manage their surrounding environment and achieve goals so that empowered people can work

and help each other to maximize their quality of life. The essence of community empowerment is to awaken the potential within individuals/groups by encouraging and providing awareness of the potential that a person/group has, intending to lead to abilities or towards changes in society that are efficient and can change and improve social life—community economy(Hardianto, 2022).

Several variables in village empowerment include village poverty rate, village fund management, village fund allocation, capital expenditure value, regional gross domestic product results, and social assistance management. In research by Hardianto (2022),these variables directly or indirectly affect community empowerment in the village and influence poverty eradication. Furthermore, the scope of community activities in empowerment can include: Increasing access to capital assistance. Increasing access to human resource development. Increasing access to facilities and infrastructure support the local socio-economic community.

Furthermore, in the implementation of empowerment,some stages must be carried out;there are three stages of empowerment, namely: 1) awareness, awareness stage, the community who is the subject of empowerment is given awareness that every human being has the potential that can be developed; 2) capacity building, the capacity building stage can be achieved if the community already has itsability to receive power. This stage is often called capacity building which includes people, organizations, and value systems, and; 3) empowerment. The third stage is giving power, where people are given power, authority, or opportunities to develop achievementsand independence. The provision of power is adjusted to the quality of each individual's abilities.So that community empowerment involves two interrelated groups, namely the community as an empowered party and one party paying attention to involvement (local government, village government, and non-governmental organizations) caring for the community in changes in socio-economic life (Endah, 2020; Sari et al., 2023)

The paper by Mustanir (2019)refers to three ways of empowering the community: 1) creating an atmosphere or climate that allows the community's potential to develop. This condition is based on the assumption that every individual and society has potential that can be developed. The essence of people's self-reliance and empowerment is the belief and independence potential of each individual that needs to be empowered. 2) Strengthen the potential or power possessed by the community by implementing concrete steps, accommodating various inputs, and providing good infrastructure and targets. 3) Empowering society by protecting and defending the interests of the weak. Protecting and defending must be seen as an effort to prevent it from happeningunequal and exploited competition for the weak.

One way to empower the community's economy is through strengthening development by empowering the economy through small industries (Astuti, 2016). The model of economic empowerment through the industry aims to develop and empower the economy through entrepreneurship skills and technology development so that people become independent in aspects of economic behavior. Empowerment through

this industrial sector requires the community to work creatively and innovatively in utilizing resources and to work independently to create a new industrial business.

## **Sociopreneurship**

According to Nicholls (2008), Sociopreneurship comes from two words, namely Social and Entrepreneurship, which is a term derived from entrepreneurship. Social has the meaning of society, while entrepreneur has the meaning of entrepreneur. The simple term social entrepreneur is someone who knows and wants to understand social problems and uses his entrepreneurial abilities to organize, create and manage a business to carry out and bring about social change, especially in the fields of welfare, education and health. A social entrepreneur will serve lower middle class society with the aim of eliminating gaps in welfare, education, health, demographics and employment opportunities. In accordance with Schumpeter's opinion in Sledzik (2013) who states that an entrepreneur is a person who dares to break the existing system by initiating a new system. It is clear that a social entrepreneur also has the ability to dare to face challenges or in another definition is someone who dares to jump from the existing zone of stability. This is what differentiates it from traditional entrepreneurship, the result that social entrepreneurship wants to achieve is not just profit or profit, but aims to provide a positive impact on society at large. Peredo and Mc Lean (2002) argue that Social Entrepreneurship as an organization that has elements of entrepreneurship shows the ability to create new efforts to provide all the social needs of a community.

Sociopreneurship and entrepreneurship have similarities that are to make profits, but different in the results. This is because the sociopreneurship experiencing alteration of meaning from what was originally considered a non-profit activity (through charitable activities) to a profiting activity. This is as said by Christie and Honig (2006); Weerawardena and Mort (2006) that the notions of social entrepreneurship have developed in several different domains, such as not-for-profit, for profit, the public sector, and a combination of the three, so that the integrated definition has not yet emerged. As also stated by Brown et al (2004) that the sociopreneur sees problems as an opportunity to form a new business model that is beneficial for the empowerment of surrounding communities. But the results to be achieved are not material benefits or customer satisfaction, but rather how the ideas proposed can have a good impact on the community (Susanto 2007).

Sociopreneurship or social entrepreneurship can be interpreted simply as an effort that aims for social purposes but uses business practices as a tool. In other terms, social entrepreneurship strives towards great social benefits. Three interrelated terms in social entrepreneurship, namely social entrepreneur (social entrepreneur or actor), social entrepreneurship (social entrepreneurship) and social enterprise (institution that oversees social entrepreneurship).

A social entrepreneur is an entrepreneurial figure who operates in the social sector, whose activities are not motivated by profit, but rather by a mission to overcome

existing social problems. They are people who strive to create positive change in the problems affecting society, be it education, health or other societal problems, especially the economy, in an entrepreneurial way, or in other words, entrepreneurs who are tenacious and dare to take risks.

Social Entrepreneurship is basically not limited to the social activities of an institution, organization or company through CSR programs, Corporate Social Responsibility or other social institutions. From the strength of Social Entrepreneurship which is more of a mentality or attitude towards a person or society. So it can be concluded that Social Entrepreneurship is a term derived from entrepreneurship. A combination of two words, social which means community, and entrepreneurship which means entrepreneurship.

According to Saifan (2012) there are four factors that make the concept of social entrepreneurship different from the concept of entrepreneurship in general, namely:

1. Mission driven: all forms of activities and decisions are carried out based on the mission of serving social values.
2. Carrying out entrepreneurial actions through a combination of characteristics that differentiate them from other entrepreneurs.
3. Actions and activities in entrepreneurial-oriented organizations by carrying out innovation and openness.
4. The organization is financially independent. Have a strategy and plan to generate income.

Someone who is able to understand a social problem and then use the principles of entrepreneurship to organize, create and manage a business to drive social change is called Social Entrepreneurship. In simple terms, a social entrepreneur can be said to be someone who is able to see opportunities from various existing social problems and is then able to take advantage of these opportunities to create social change.

Entrepreneurship arises due to inequality in the economy. In essence, social entrepreneurship combines the concept of entrepreneurship in economic activities but the main goal is not only to seek profit, but also social benefit. This can be a milestone in poverty alleviation. Before the term sociopreneurship was known, this entrepreneurial practice had actually been going on for a very long time. This refers to an initiative from citizens and implemented by citizens, decision making is based on how much capital is owned and the main target is to achieve benefits for society.

It indicates that sociopreneurship plays an important role in facing development challenges world economy. This is because sociopreneurship is something unique because it combines of social mission and business discipline. Over the past few years, sociopreneurship has proven to be a very effective strategy for solving social problems and environmental problems, creating employment opportunities for marginalized groups, ensuring sustainable development, and reducing poverty. Sociopreneurship creates a fundamental shift to approaching development challenges, enabling people to start and take responsibility rather than (only) demanding change. Social, economic and

environmental challenges in the world today are opportunities for the mindset of sociopreneurship to initiate change and produce impact.

The term sociopreneurship is a new business model that is socially friendly/pays attention to the surrounding environment. This business is formed based on phenomena that exist in society. In line with the presentation (Winedar et al., 2022), sociopreneurs are generally different from entrepreneurs. Entrepreneurs only focus on improving the economy of business actors, while sociopreneurs involve more of the social environment around them to create economic prosperity. Someone with an entrepreneurial spirit or an organization with an entrepreneurial spirit can move the community to improve their abilities to be competitive. Social entrepreneurship is intended for society's benefit, not solely to maximize personal gain (Santoso Utomo, 2012).

sociopreneurship is an individual who has innovative solutions to overcome social problems by changing the system, providing solutions, and influencing the community to make changes. This isn't easy; changing the system must involve all related elements. Society must be aware of problems faced because they cannot analyze them properly. Problems must be solved by knowing the root of the problem in advance. Changes need to be made to correct inappropriate actions so that the problem will be resolved.

The sociopreneur concept is suitable for application in Indonesia, which is still a developing country, where the culture of the people is to help each other. Even more so in rural communities, where they are resilient communities but still need encouragement for reform. The demographics of rural communities are demanding and have many strengths to tap into (Beehler et al., 2023). Following the character of sociopreneurship, which has a business orientation but a social spirit.

People who already have habits that are considered less productive must be made aware of innovations. Innovation is directed to overcome one problem or several problems at once. For example, in the morning, housewives, after taking their children to school and doing household chores, wait for their husbands to come in the evening. They are bored and have no other economy. The solution offered is to open a small-scale business or become a home industry employee whose time is flexible and close to home.

## **Digital Marketing**

The development of information technology or digital technology is growing very rapidly. Digital technology is closely related to media, because media develops along with advances in technology from old media to the newest media, making it easier for humans in all fields related to digital. Danuri's research (2019: 119) revealed that digital technology is information technology that prioritizes activities carried out by computer or digital rather than using human power. Danuri revealed that digital is basically just a very fast calculating system that processes all forms of information as numerical values. This technological development brings changes to the quality and

efficiency of the capacity of data created and sent, such as images becoming clearer due to better quality, capacity becoming more efficient and the delivery process becoming faster. Digital technology uses a system of bits and bytes, to store data and process data, digital systems employ a large number of microscopic electrical switches having only two states or values (Binary 0 and 1). From this system, various very significant developments have been produced, such as in the fields of communication, information transformation, data processing, data security and handling increasingly complex activities.

Marketing is the activity of a company in creating, communicating, delivering and exchanging offers that have value for consumers or society. Meanwhile, the Internet is a media created digitally. In life, the internet makes it very easy to find the information you need, purchase goods, and much more. which can be done via the internet. So now the internet has become an important medium for companies or business people in exchanging offers. From this explanation, the name digital marketing has emerged in the current digital era (Muljono, 2018).

At this time marketing activities have a very important and very influential role in the business world. In the book *Basic Marketing*, Perreault, Cannon, & McCarthy (2014) reveal that marketing is an activity carried out to achieve organizational goals by taking into account consumer needs and distributing goods and services from producers to consumers according to needs. According to Swastha & W Sukotjo (2007) marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of existing and potential buyers. Meanwhile, according to Musnaini, Suherman, Wijoyo, & Indrawan (2020) briefly stated that marketing is an activity to identify and fulfill human and social needs.

Digital marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target consumers. Apart from that, digital marketing is defined as marketing products or services via the internet or is called i-marketing, web marketing, online marketing, e-marketing, or e-commerce. Digital marketing activities are utilized by business people so that the application of internet media in the market increases (Hermawan, 2012).

Online marketing is carried out through an interactive online computer system that connects customers with sellers electronically (Muniroh et al., 2017), or it can also be called digital marketing. Digital marketing is promotional activities and market search through online digital media utilizing various means such as social networks. Digital marketing is the marketing or promoting of a brand or product using digital media or the Internet to attract consumers or potential customers quickly. Digital marketing also includes branding using various media—blogs, websites, email, AdWords, and social media networks. Currently, the use of digital marketing is very helpful in marketing products or services in a fast, wide-reaching, and low-cost way (nurhidayah, juwita sari).

In the paper, Octasyilva et al. (2019) explained that improving marketing strategies through digital marketing can be achieved by continuing to use the 4P principles of Kotler, namely price, product, promotion, and place. In digital marketing, business people determine the principles of competitive prices, superior and quality products, promotions that can reach various consumer segments, and distribution of affordable goods. Furthermore, one form of digital marketing itself is e-commerce.

E-commerce, or what is commonly referred to as Electronic Commerce, is business transactions via the Internet, namely those related to service providers, sellers and buyers. Thus, e-commerce is a trading activity between buyers and sellers to provide goods and services. This activity uses electronic media where the parties are not physically present. Using technology or the internet network through the online trading industry, commonly called e-commerce, has an extensive market network and target sellers and buyers and can be easily accessed by everyone from all walks of life at any time. This causes goods and services trade transactions via the Internet to increase often with increasing Internet users. E-commerce allows new business actors to enter the market without any barriers. Everyone can access Internet media easily, so market barriers (entry barriers) can be reduced. The more business actors conduct business activities, the more competitive the market. The development of the creative economy is also carried out by one of the e-commerce companies, namely Shopee and Tiktok which are online buying and selling platforms based on mobile apps (May Shinta Retnowati, Aisy Rahmania, 2022).

## **Method**

Implementing this Community Service activity is a collaboration between the service team and UMKM Tas Forway. Jalan Tas UMKM is located in Gresik, East Java, Indonesia. But the bag artisans are in Lamongan, East Java, Indonesia village. So the service team immediately went to the production site in Lamongan. The Forway brand bag is a school bag for toddlers and adults. They also produce fashion bags such as hand, shoulder, or tote bags.

Unfortunately, the mindset of bag craftsmen is still conventional where bag production workers are only responsible for producing, even though they can also be product marketers. Product marketing is only done by Forway owners, and this is of course less effective considering that it only depends on one person. Therefore, the service team focuses on the community to be given broader training related to digital marketing; they are formed to become marketing agents for the products they make. In addition, the marketing understanding is still traditional; initially, the service team and the bag-making community did not understand how digital marketing works. So that later the service team will provide training related to sociopreneurship based on optimizing digital marketing.

## Activity Implementation Methods

Implementing Community Service activities is carried out using training and mentoring methods which are mechanisms for transferring knowledge and assisting partners in developing business performance and achieving business goals. The method of implementing this service activity through several stages, namely:

### 1. Preparation phase

The service team conducted a preliminary study on village community empowerment related to social entrepreneurship through interviews with partners and collected various literature studies from devotional journals, scientific journals and news coverage in the mass media. From these activities, I obtained an analysis of the problem as well

the potential of both human resources, natural resources, as well as community economic and socio-cultural resources. Next, determine the form of activity to be carried out. It is done so that both parties can commit to the activities. When mutually agreed upon, the service team prepares training materials, training materials, logistics, facilities, and infrastructure needed during the program. The preparation of training materials involves the entire Community Service team according to their areas of expertise.



**Figure 2.** Discussion of the service team and MSMEs owners regarding handling partner problems



**Figure 3 .** Preparation for the implementation of the training

## 2. Implementation Stage

To develop the capacity of business partners to be more professional, the Community Service Team applies the Training/Workshop method. This method is a mechanism for transferring skills/abilities to partners. In presenting the material, the service team is assisted by resource persons with marketing expertise. The training activities began with an introduction to sociopreneurship and then continued with digital marketing material. Finally, the bag artisans' participants were invited to practice marketing their products through their social media accounts.



**Figure 4.** Presentation materials and digital marketing practices by professional



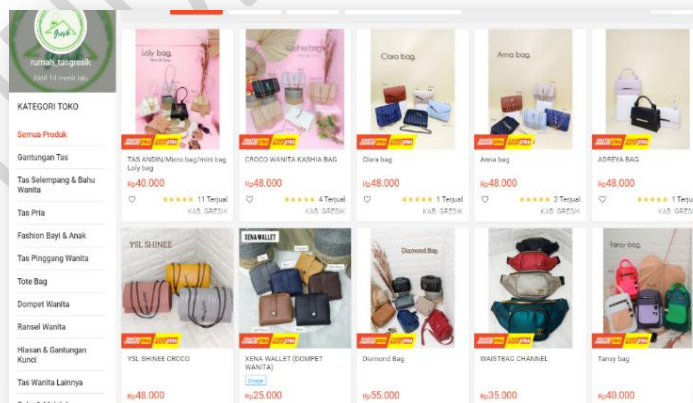
**Figure 5.** take photo together

### 3. Accompaniment.

Implementation of mentoring aims to develop the skills and knowledge of partners that are useful for developing business performance and objectives. In this mechanism, the service team acts as a companion who continues to update partner performance. The mentoring is conducted online, coordinating with the WhatsApp group and Zoom meetings. The team monitors the product marketing progress and how the content has been prepared this week. This activity lasts for one semester / six months.

### Results and Discussion

The direct results obtained by partners are e-commerce accounts that are generated as a means of marketing their bag products. The following is an e-commerce account that has been created:



**Figure 6.** Photo of making a social media account Shopee

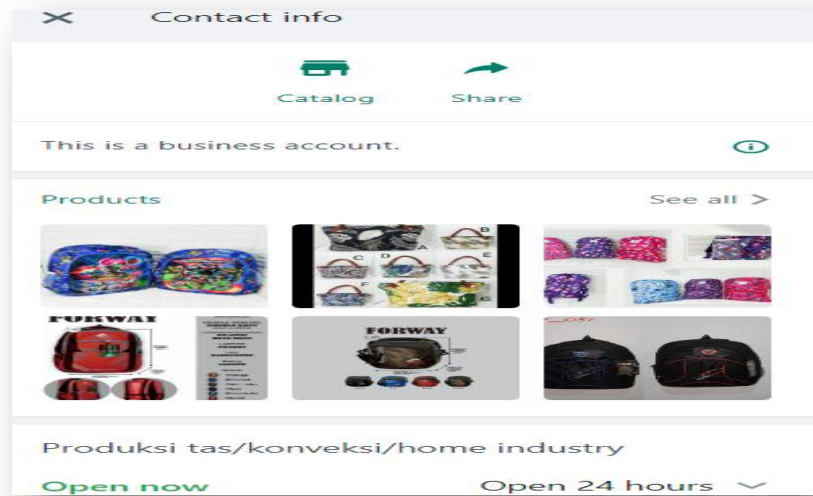
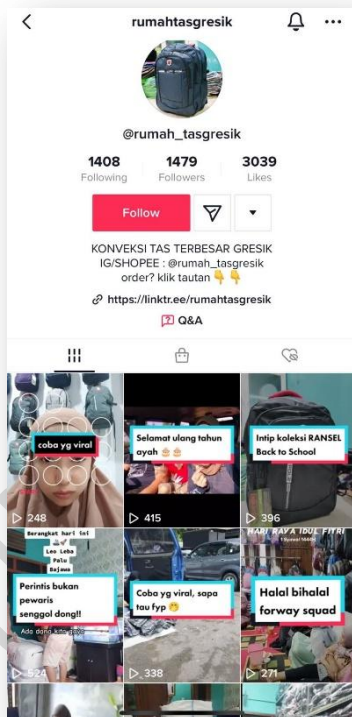


Figure 7. Photo of creating a business whats-app account



**Figure 8.** Photo of creating a TikTok account

In addition, based on an analysis of the needs and problems faced by partners, community service activities carried out by the service team have an impact in the form of benefits felt by partners. The following is a description of the output felt by partners with the implementation of this activity: Partners with limited resources can carry out global marketing and become big through online marketing, and the insight of the bag-making community becomes wider, especially regarding digital marketing, training participants know some e-commerce and how to use it.

This activity indeed aims to increase in the economic and social fields. The following describes the impact felt by partners and the surrounding environment:

Table 1. Impact felt by partners and the surrounding environment

<b>Economic Impact</b>	<b>Social Impact</b>
<ol style="list-style-type: none"><li>1. They are assisting partners in increasing sales turnover through optimizing digital marketing.</li><li>2. Expand partner market share by creating exciting video content</li><li>3. Increasing the economic activities of the surrounding community by opening jobs as craftsmen</li></ol>	<ol style="list-style-type: none"><li>1. Empowering homemakers to sew to improve the family economy</li><li>2. Partners contribute to strengthening the community's economy in the Lamongan area, East Java</li></ol>

## **Conclusion**

This service program has been carried out by the STIESIA Service Team, consisting of lecturers and students well and running according to a predetermined plan which was carried out for one semester. This exemplary implementation can be seen from the participants' enthusiasm in receiving all the material and responding well by providing sound feedback through interactive dialogue, sharing experiences, and discussions of each participant with different experiences.

In addition, some conclusions that can be drawn are as follows:

1. The marketing function implemented by partners who previously relied on traditional marketing now has three e-commerce accounts which are their product marketing tools, namely Shopee, TikTok, and Whats App Business.
2. Digital marketing training activities also open up partners' insights that bag artisans can act as marketers, offering the products they produce globally.
3. The resulting business paradigm is limited to improving the economy alone and as a way to perfect society at large. They were empowering homemakers around them to be more productive.
4. After the service team delivered training materials, mentoring partners became more optimistic and cooperative in advancing their business.

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