



Improving Business Management Using Digital Tools for Businessman Community of Spanish Mackerel's Crackers in Pengkol Jepara Indonesia

Ali Shofwan¹, Sisno Riyoko², Safrizal Safrizal³, Fandy Indra Pratama⁴, R.H. Kusomodestoni⁵ and Azzah Nor Laila⁶

¹²³⁵ Universitas Islam Nahdlatul Ulama Jepara, Central Java, Indonesia

⁴ Universitas Wahid Hasyim Semarang, Central Java, Indonesia
ali@unisnu.ac.id

Abstract. Spanish Mackerel Crackers is a potential product of many home industries in Pengkol village Jepara. However, those home industries still used manual system in managing their business. The product has distributed and marketed by distributor or buyer directly. There is no digital media for promoting and marketing their product. Those livelihood of society are potential asset that can be managed and be object of community empowerment program. The team of community service of UNISNU and UNWAHAS runs a community empowerment program for community of entrepreneur of Spanish mackerel's crackers in Pengkol village, Jepara, Central Java Indonesia. The program focuses on improving business management, from planning, promoting, and manage the finance using digital tools. The method of community empowerment uses training with tutorial, accompaniment home industries in using digital tools for promoting and managing the finance, and evaluating program uses interview method. The results 80% of participants can practice digital technique for promoting product of Spanish mackerel crackers and they have a new social media. And 75% of participants can make report of their finance using digital tools or financial application in order to increasing quality of financial management. The results of evaluation this program are 90% participants evaluate that this program is very important and useful. It indicated that this community empowerment programs for home industries in Pengkol Jepara have implemented properly.

Keywords: Digital Tools, Community, Spanish Mackerels, Crackers, Jepara.

1 Introduction

1.1 Preface

Jepara is one of the regions that has several marine coastal areas, this is very beneficial for the people of Jepara in exploiting the potential of marine products. Community business through the utilization of marine products in Jepara is varied. Among them are fishing communities who sell their fish catch directly to middlemen, buyers,

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and there are also those who process fish into crackers. One of them is a group of residents in Pengkol Jepara Village, on average the residents make a business of using mackerel fish products to process them into crackers [1].

Spanish Mackerel Crackers is a potential product of many home industries in Pengkol village Jepara. Mackerel is one type of material that has the potential to be processed with various types of food ingredients. This is in line with the various benefits of processed mackerel ingredients, including high protein content, vitamins, minerals, selenium and phosphorus. Mackerel is also one type of fish that is low in saturated fat, contains omega-3 fatty acids, which can help reduce the risk of heart disease, bad cholesterol levels in the blood, and also reduce inflammation in the arteries [2]. Thus, it made many people like it and used it as a processed ingredient for consumption such as Crackers.

Based on the benefit and advantages of Mackerel, the product of Mackerel Crackers is available for all age and selling well on the market. However, many home industries of Mackerel Crackers in Pengkol Jepara still used manual system in managing their business. The product has distributed and marketed by distributor or buyer directly. There is no digital media for promoting and marketing their product. Those livelihood society are potential asset that can be managed and be object of community empowerment program. The team of community service of Universitas Islam Nahdlatul Ulama (UNISNU) Jepara and Universitas Wahid Hasyim (UNWAHAS) runs a community empowerment program for community of entrepreneur of Spanish mackerel's crackers in Pengkol village, Jepara, Central Java Indonesia. The program focused on improving business management, from planning, promoting, and manage the finance using digital tools. It related the development technology and digital media about business, and make the business effective and efficient [3].

There have been several studies on home industry businesses, such as a study that examines the use of financial technology as a financing strategy in the digitalization era. Starting from digital payments, choosing goods, managing finances through electronic media, and increasing capital through crowdfunding [4]. Besides, through digital financial services make it easier for small businesses to access financial services, both for digital payment services and other financial products [5]. It showed that using digital tools in order to managing financial and business is the important thing in this millennial era.

2 Method

The method of community empowerment uses training, accompaniment, and technology application. It was related to increasing the ability of home industries owners in using digital tools for promoting product and managing the finance. This study conducted in Pengkol village in Jepara, Central Java, Indonesia. The respondents were about twenty home industries. The population of this study is businessman of home industries in Pengkol village, Jepara. And the sample is twenty home industries of Spanish mackerel's crackers in Pengkol Jepara. In order to collecting data, this study

used an observation, questioners, and also deep interview. And also used descriptive analyzes, in order to describe the finding of this study [6].

3 Results and Discussion

Participants of community empowerment program are community of entrepreneur of Spanish mackerel's crackers in Pengkol village, Jepara, Central Java Indonesia. The program focused on improving business management, from planning, promoting, and manage the finance using digital tools. The number of participants is twenty people, and almost them are female. Their ages are various, some of them are fifty years old, forty years old, and also there are a young girl about twenty-five years old. Those various ages showed many societies in Pengkol have a mackerel crackers business. They joined the training of scholars from Universitas Islam Nahdlatul Ulama Jepara and Universitas Wahid Hasyim Semarang. The main theme of training is using digital tools for promoting and managing the finance.

The first training about using digital tools for promoting. At those training, participants were taught about business management and promotion through digital media. Digital process is part of important way in managing a business and promoting products or services effectively in the world. And it can be way to branding the products[7]. Participants were also introduced to several stages in business management and promotion through digital media [3]. Start goal setting. The first stage is setting business goals. Consider what you want to achieve through digital promotions, such as increasing sales, brand recognition, or expanding market share. Clear goals will help guide strategy. Next, prepare a strategic plan such as determining the target audience, the message you want to convey, and the digital media channels will use.

In addition, another step that needs to be carried out by business players is to analyze market segments and competitors. There needs to be an effort to understand market trends, consumer behavior, strengths and weaknesses of competitors. Such information will help develop a more effective strategy. The other step is creating digital media such as websites, applications or other social media with attractive designs, and loading relevant content. Then create quality, interesting and useful content for audience or customers. The content can be images, posters, articles, blogs, videos, infographics, or podcasts[8]. High-quality content can help the owner of business build trust and expand the reach.

The second training about managing the finance with tutorial method. The participants were taught and accompanied to managing the finance with using digital tools. Some steps of digital-based financial management for business include entrepreneurs needing to identify financial software needs that relevant with the business needs. These could include accounting software, budgeting software, or a cloud-based financial management platform. Even it can also be used for financial management in the household [9]. It related the findings of research that managing financial used digital media is effective way [4]. Thus, the participants were motivated by the trainers to using digital media in managing financial with feel comfortable.

The last step is evaluation program. The process of evaluation used pretest and posttest about digital promotion and digital financial management. The pretest process is used to measure the understanding of participants before joining the training. And the pos-test is used to evaluate the increasing their understanding after joining the training. The results showed that there is increasing ability and competence of participants, as shown as the figure 1.

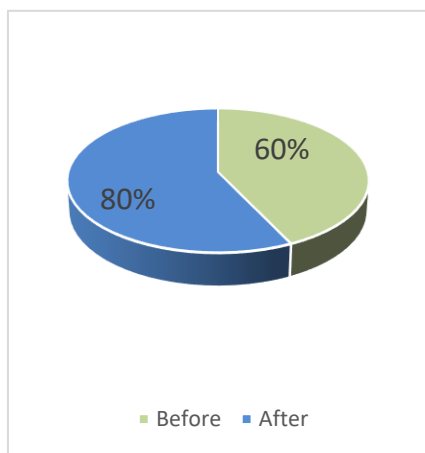


Fig. 1. Results of Participants' understanding about digital promotion

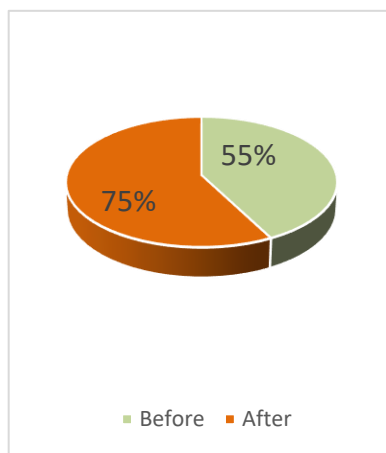


Fig. 2. Participants' understanding of digital financial management

Figure 1 is showed that results of pretest before joining the training are rates 60%. And after joining the training, the participant's understanding about digital promotion are rates 80%. Besides, figure 2 is showed that participant' understanding about digital financial management increase. Results of the pretest are 55%. And after joining the training, there were increasing of results the post-test are 75%. on are rates 80%. It showed the result of pretest and post-test, it used to compare the ability of participant before and after joining the training. Those results show that an increasing the post-test, it indicated that participants understand and can practice digital technique for promoting product of Spanish mackerel crackers and they have a new social media. Some social media which are made by participants such as Instagram, Website, Facebook, etc. It shown as figure 3.

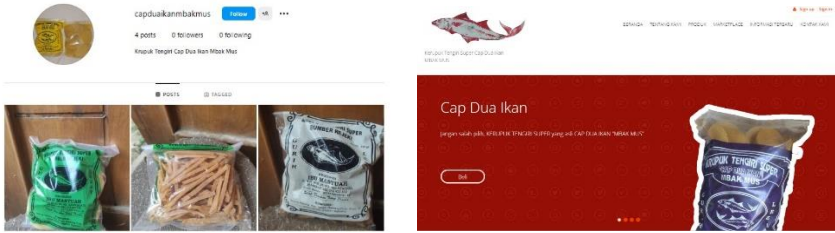


Fig. 3. Results of New Digital Media’s The Owner of Mackerels Crackers

Besides, 75% of participants can make report of their finance using digital tools or financial application in order to increasing quality of financial management. And about responses of participant about the empowerment program, rates of responses are 90% participants evaluate that this program is very important and useful. It indicated that this community empowerment programs for home industries in Pengkol Jepara have implemented properly. It related to the government's goal to increase literacy and expand society business through digital media. Because digital-based business management is an important aspect of the modern business world. It is an approach that integrates information technology and digital systems in all operational and strategic aspects of the company[10]. One of the benefits of digital-based business management includes operational efficiency. Digital-based business management allows companies to increase their operational efficiency [11]. Through business process automation, more effective business management, and real-time data analysis, entrepreneurs can reduce operational costs and increase productivity.

4 Conclusion

The results 80% of participants can practice digital technique for promoting product of Spanish mackerel crackers and they have a new social media. And 75% of participants can make report of their finance using digital tools or financial application in order to increasing quality of financial management. The results of evaluation this program are 90% participants evaluate that this program is very important and useful. It indicated that this community empowerment programs for home industries in Pengkol Jepara have implemented properly. This study finds that rates of community home industries need digital tools to make their business effective and efficient. And the community empowerment is effective to help some home industries to grow and develop. This study suggest the future research can study about home industrial waste, and community empowerment to manage it.

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