



## IMPROVING DIGITAL SALES AND MARKETING RECORDING CAPABILITIES FOR UMKM CARVING CRAFTSMEN IN SUMITA VILLAGE, GIANYAR REGENCY, BALI PROVINCE

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### Abstract:

Kuliah Kerja Nyata (KKN) is an extracurricular activity and community service program that students carry out. This program is typically part of the university curriculum and is required to complete an undergraduate degree. Sumita Village is one of the villages that has established a partnership with Warmadewa University. During the KKN, students identified several issues SMEs (Small and medium enterprises) faced regarding carving artisans in Sumita Village. The main problem in Sumita Village is adequate sales record-keeping among the carving artisans and their limited understanding of digital sales concepts. These issues have prevented the artisans in Sumita Village from expanding their sales to reach a broader market. Based on these findings, the KKN activities in Sumita Village designed a program to provide training on sales record-keeping and online sales. After implementing this program, the impact on the community included an increased understanding of the importance of sales record-keeping among the partners, who have also been able to create simple sales records. Additionally, the partners understood the concept of online sales, enabling them to apply this system to expand their market reach.

## INTRODUCTION

Actual work lectures, abbreviated as KKN, are a program required by many universities in Indonesia. KKN students dedicate themselves to the community as part of their educational process. During KKN, students will live in a particular village or community for a certain period. Students will participate in various activities, such as providing counseling, assisting with village development projects, supporting health, education and environmental programs, and various other activities to improve local communities' welfare.

This Real Work Tuition (KKN) activity aims to carry out community service. Namely, KKN makes a real contribution to society, especially in rural areas or communities in need, through various programs and activities designed by students. Furthermore, KKN also provides space for students to apply the knowledge and skills they have learned in college in a real-life context. This can allow students to see how academic theories can be applied to solve real societal problems. KKN can also develop student character, such as leadership, teamwork, communication and empathy (Sono et al., 2023). Interacting with people from different backgrounds helps students become more sensitive to social and cultural issues. Apart from that, in KKN activities, students can carry out community empowerment; namely, the community can be independent and improve the community's quality of life through education, health improvement, infrastructure development and other sustainable programs. Students also benefit from participating in KKN, namely, multidisciplinary learning and students from various scientific disciplines working together in



teams during KKN, allowing them to learn from each other and develop a multidisciplinary approach to dealing with community problems (Pradiani, 2017).

Sumita Village is one of the villages that collaborated with Warmadewa University KKN in the 2-year 2024 KKN period organized by Warmadewa University. While students carry out KKN in Sumita Village, they develop work programs that can benefit the village. One of the work programs the village hopes for is training in making simple financial reports and digital marketing training for MSMEs in Sumita Village. Most of the MSMEs in Sumita Village are involved in carving. Sumita Village is now famous for its wood carving crafts. Around 80% of the village people work as wood or wood carvers. Some of the carvings in each house were made by them themselves. Carving artisans in Sumita Village can produce various carvings, especially Balinese styles. The carvings they produce are things like khadi doors, carved windows, sake, para paisan, bale, symbols, chopped Bungan, sang ah wang, ringing, and so on. The problem faced by MSME carving art artisans in Sumita village is that the carving art artisans there have yet to record sales in their business. A few business actors have sales reports that are recorded irregularly and unsustainably. This situation makes carving artisans in Sumita village unaware of the financial condition of their business (Yacub & Mustajab, 2020). Sales reports are one aspect that can show the financial performance of a business. Financial performance describes every economic result a company can achieve in a certain period through activities to generate profits effectively and efficiently (Riswan & Kesuma, 2014).

Carving artisans in Sumita Village experienced several changes after the COVID-19 pandemic hit. The pandemic has caused business actors to experience a decline in sales (Hendarsyah, 2020). Sales are decreasing because carving artists only concentrate on producing their carvings, so they need to focus more on marketing their products (Sundari & Lestari, 2022). Based on this, the KKN student group in Sumita Village provided service to the carving art MSME business actors in Sumita Village by assisting in providing knowledge about digital marketing strategies by introducing carving art MSME business actors in marketing their products online. The increasing number of internet users also supports online sales (Dwijayanti & Pramesti, 2021). Besides being considered more effective and efficient, online sales will likely attract more consumers. Nasution (2019) states that the increase in consumers shopping online is because consumers more easily get the goods they want and need without having to go to the store, and consumers tend to get lower prices for goods when shopping online.

1. Several problems are faced by the carving arts MSME group in Sumita village. There must be an adequate sales record for carving artisans in Sumita village. Most of this group of carving artisans need records of product sales. When operational, artisans only use notes as a reminder of sales amounts. These notes are collected daily but should be explicitly recorded in the sales book. This condition causes business actors not to know the sales value of their business. This means that the person concerned does not know the financial performance of their business. Financial performance can provide financial information for business owners in the decision-making process. This problem can be overcome by providing knowledge to carving business actors in Sumita village regarding simple sales recording procedures.
2. Need help understanding the concept of digital sales. Uncertain conditions mean that business actors must have other sales strategies besides offline ones. It is believed that digital sales can be the answer to this problem. The problem currently being experienced is that the person concerned still needs an understanding of the concept and flow of digital sales. Business groups only know about sales by opening outlets or shops directly to sell their merchandise to consumers. In order to increase sales, business actors should expand their business digitally.



## METHODS

There is a solution offered by KKN students in Sumita village to overcome the problems experienced by this business group. The solution is as follows:

**Sales Registration Extension.** This outreach targeted carving business actors in Sumita village who were willing to be assisted in providing knowledge about the importance of recording their daily sales. Counseling is carried out directly to representatives of carving business actors. The language used is more straightforward so that partners can easily understand it. Apart from providing counseling, the KKN team will also provide sample designs for sales recording books that partners can use.

**Counseling on Online Sales Concepts.** The KKN team will explain the concept of online sales to partners. After understanding the concept of online sales, partners will then create a pamphlet design that can be used to market their business products. Apart from that, the service team will also offer to create social media platforms for partners to market their businesses. Social media is a medium that people from various circles can easily reach. This was done to replace conventional product marketing methods, which were felt to be no longer on target (Nugraha et al., 2020).

Implementation of service activities is divided into two categories, namely as follows:

### Implementation of Sales Recording Counseling

The Sumita Village Community Service Team invited partners willing to provide knowledge about the importance of recording sales. The KKN team provides knowledge about the importance of recording every sales transaction, making it easier to monitor business sales. The material is delivered in simple language, considering partners come from various educational backgrounds. This is also done to minimize errors in understanding meaning, resulting in information gaps. The practice of making sales records complements the material explanation. When delivering the material, the KKN team also provided an example design of a sales recording book that could be used to record their business sales. An example of the design of the contents of a notebook is shown in Figure 1.

DAFTAR PENJUALAN KARANG SEAFOOD AGUSTUS 2020				
NOMOR	TANGGAL	KETERANGAN	TOTAL	SALDO

Figure 1. Sales Recording Book Content Design

Implementation of online sales concept outreach. All partner representatives are used to using smartphones and are familiar with social media, which can make it easier for the KKN team to



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deliver material. Three business representatives still need social media as a product marketing tool. On this occasion, the KKN student team also created social media on the Instagram and Facebook platforms. The service team also creates pamphlet designs that partners can use to market their businesses.



**Figure 2.** The KKN team provides digital marketing knowledge

## RESULTS AND DISCUSSION

The result of this service is that Partners understand the importance of recording their business sales. The KKN Team also provides a design for the contents of the sales recording book so that it can be used as a place for recording for partners. Partners have an understanding of the concept of online sales. This understanding can be the basis for partners to implement a sales system. This is done to expand partner marketing.

## CONCLUSION

The partners in this service, who are MSME carving artisans in Sumita village, understand the importance of recording sales and have been able to make simple sales records. Apart from that, partners also understand the concept of online sales, with the hope that partners will be able to apply the online sales system to expand market reach in marketing their products.

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