PROPOSAL OF COMMUNITY SERVICES

STRENGTHENING DIGITAL LITERACY IN MSMEs IN SOUTH MERUYA

Team member:
Prof. Dr. Hapzi Ali, MM/ 0012016601
Dr. Achmad Hidayat Sutawidjaya, M.Com /0301056901
Dr. Lenny Christina Nawangsari, MM /0319127202

International Partner:
Assoc. Prof. Anees Janee Ali / AA 54382
Universiti Sains Malaysia

Field of Management Science
UNIVERSITAS MERCU BUANA
2020
Validity Sheet

1. **a. Title of Proposal of Community Services**
   : Strengthening Digital Literacy In MSMEs In South Meruya

   **b. Previous Research Title**
   :

2. **Team Leader**
   
   **a. Name (with salutation)**
   : Prof. Dr. Hapzi Ali, MM

   **b. NIDN**
   : 0012016601

   **c. Functional Position**
   : Professor

   **d. Faculty/Study Program**
   : Postgraduate/Doctorate Management

   **e. Mobile Number**
   : 081366936766

   **f. E-mail address**
   : hapzi.ali@gmail.com

3. **Team Members (lecturer)**
   
   **a. Number of Member**
   : Lecturer 2 person

   **b. Name of Member I (with salutation)**
   : Dr. Achmad H. Sutawidjaya, M.Com /0301056901

   **c. Name of Member II (with salutation)**
   : Dr. Lenny C Nawangsari, MM /0319127202

4. **Team Members (student)**
   
   **a. Number of Member**
   : Student 2 persons

   **b. Name of Student/ NIM of Student**
   : Farida / 67120010015

   **c. Name of Student/ NIM of Student**
   : Herdiyanto / 67120010008

5. **Location of Activity**
   
   **a. Location/Activity Area**
   : Meruya Selatan

   **b. City/Province**
   : West Jakarta/DKI Jakarta

6. **International Partner**
   : Universiti Sains Malaysia

7. **Output Produced**
   : Increased Understanding & Skills

8. **Duration**
   : November 2020 – April 2021

9. **Source of Expenditure**
   
   **a. Source from UMB**
   : Rp. 7,500,000

   **b. Source from Partner (In Kind)**
   : Rp. 1,000,000

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Jakarta, 28 November 2020

Signed by:

Leader of Community Services Group

Team Leader,

(Dr. Suraya, M.Si.)
NIP/NIK 117680597

(Prof. Dr. Hapzi Ali, MM)
NIK. 114660434

Approved by:

Director of Postgraduate Programme

Head of Community Services

(Prof. Dr. Ing. Mudrik Alaydrus)
NIP/NIK 103710262

(Prof. Dr. Ing. Inge Hutagalung, M.Si)
NIP/NIK : 113590380
TABLE OF CONTENTS

Validity Sheet.................................................................................................................. ii
Table of content................................................................................................................. iii
Abstract.............................................................................................................................. iv

CHAPTER I INTRODUCTION ..................................................................................
1.1. Situation Analysis.................................................................................................. 1
1.2. Partner’s Problems.............................................................................................. 2

CHAPTER II SOLUTION, TARGET AND OUTCOME
TARGET.............
2.1 Solution................................................................................................................. 3
2.2 Outcome Target Plan.............................................................................................. 3

CHAPTER III IMPLEMENTATION METHOD
3.1. Goals of Target .................................................................................................. 4
3.2. Purpose of Activities.......................................................................................... 4
3.3. Benefits of Activities......................................................................................... 4
3.4. Framework for Troubleshooting.......................................................................... 4
3.5. Evaluation Design............................................................................................... 5

CHAPTER IV BUDGET AND ACTIVITY SCHEDULE
4.1. Budget from UMB.............................................................................................. 6
4.2. Budget from Partner (in kind) ........................................................................... 6
4.2 Activity Schedule ................................................................................................. 6

REFERENCES........................................................................................................... 7

APPENDICES.............................................................................................................. 8

Appendix 1. Biodata of the Chairperson
Appendix 2. An Overview Of Science And Technology
Appendix 3. Locations of Target Audience Areas
ABSTRACT

One of the impacts of the COVID-19 pandemic in Indonesia is MSMEs, in particular UMKM products such as food, crafts, household tools, and others. MSME players who wish to survive must be able to provide online services to their buyers, try to market their products and expand market share, so that MSMEs can survive or even rise. For that, MSME players need to have digital literacy skills.

The development of digital literacy is part of an effort to understand media so that it can have an impact on various types of literacy practices that have emerged, including reading and writing practices that have developed due to the influence of the use of digital technology. With all their limitations, it is certain that not many MSME actors are able to adapt to situations in the new normal era. This is because building digital literacy skills is not something that can be done instantly.

In order to market their various products, MSME players can indeed carry out more promotional activities through social media or take advantage of other platforms, which are available in cyberspace. The problem is the extent to which SMEs are able to maintain product quality as expected by consumers.

Keyword: digital literacy skills, MSMEs
CHAPTER I
INTRODUCTION

1.1. Situation Analysis

The impact of Covid-19 does not only affect the health sector. Moreover, with the existence of restrictions on community activities that affect business activities which in turn have an impact on the economy. One of the impacts of the COVID-19 pandemic in Indonesia is MSMEs, in particular UMKM products such as food, crafts, household tools, and others. MSMEs are threatened with bankruptcy because there is no market demand.

One of the efforts to prevent the spread of Covid-19 is the application of social or physical distancing. So that to meet the needs of daily life, people have to shop more online. MSMEs that continue to do business with conventional marketing and service models will eventually be abandoned by consumers. MSME players who wish to survive must be able to provide online services to their buyers, try to market their products and expand market share, so that MSMEs can survive or even rise. For that, MSME players need to have digital literacy skills.

Digital literacy is basically the practice of communication, building relationships, thinking, and other activities related to digital media. The development of digital literacy is part of an effort to understand media so that it can have an impact on various types of literacy practices that have emerged, including reading and writing practices that have developed due to the influence of the use of digital technology. This needs to be used by MSMEs for marketing needs for UMKM players.

Jones & Hafner (2012) stated that digital literacy is not only the technical ability to operate a computer as a digital device, but also the ability to adapt to activities that are mediated by digital technology, including social practices. For MSMEs who are mostly uneducated and blind to technology and information, the opportunity to be involved in the digitization process is not great.
With all their limitations, it is certain that not many MSME actors are able to adapt to situations in the new normal era. This is because building digital literacy skills is not something that can be done instantly. The government has made efforts to revitalize through digitizing MSMEs, but with limited internet access in remote areas, it is not easy to be able to implement digitization.

The limited understanding of MSME players of the use of technology and information as well as online marketing, inadequate production processes and online market access is one of the obstacles for MSME players so that there are not many opportunities that can be used by MSME players to empower themselves. In addition, in the effort to digitize MSMEs, some consumers feel insecure in conducting digital transactions. In order to market their various products, MSME players can indeed carry out more promotional activities through social media or take advantage of other platforms, which are available in cyberspace. The problem is the extent to which SMEs are able to maintain product quality as expected by consumers. As long as the digitization of MSMEs is not accompanied by product quality guarantees, MSMEs cannot survive the new normal era.

1.2. Partner Problem
1. Some SMEs do not have knowledge of digital literacy.
2. Many UMKM players have not been able to adapt to the situation in the new normal era, related to digitalization in the field of marketing of UMKM products.
3. The limited understanding of MSME actors on the use of information technology, online marketing, production processes and online market access is still not optimal.
CHAPTER II
SOLUTION AND OUTCOME TARGET

2.1. Solution

The solution offered to solve the problems faced by partners systematically in accordance with the priority of the problem is to provide training to people who have MSMEs on MSME digitization literacy with the aim of:

1. Increase knowledge about the concept of digitalization literacy which has an impact on increasing the digitalization of marketing of UMKM products.
2. Providing knowledge about the use of digital equipment, including the ability to manage social relationships and identities in the digital environment at MSMEs.

2.2. Outcome

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<td>Publication on the media print/online/repository</td>
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<tr>
<td>3</td>
<td>Increased competitiveness (improved quality, quantity, and value added goods, services, product diversification, or other resources)</td>
<td>Yes</td>
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<tr>
<td>5</td>
<td>Improvement of community values (arts culture, social, politics, security, tranquility, education, health)</td>
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</tr>
<tr>
<td>6</td>
<td>Publications in international journals</td>
<td>Publish</td>
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<tr>
<td>7</td>
<td>Services, social engineering, methods or systems, products/goods</td>
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<td>8</td>
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<td>10</td>
<td>ISBN Books</td>
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CHAPTER III
IMPLEMENTATION OF METHODS

3.1. Goals of Target

The target of community service participants, especially the people of South Meruya who have UMKM. Community service activities in the form of knowledge and skills about digitalization literacy in MSMEs. The materials provided include:
1. Understand the concept of digital literacy and its benefits for marketing MSME products.
2. Knowledge of how to use digitization tools to improve MSME online marketing and MSME product digitization literacy techniques to expand market share.

1.1. Purpose of Activities

This community service aims to increase the knowledge and skills of participants about the concept of digital literacy, the benefits and use of digital devices, including the ability to manage social relationships and identities in the digital environment at MSMEs.

3.3. Benefits Of Activities

This community service aims to increase the knowledge and skills of participants about the concept of digitalization literacy, benefits and digital literacy techniques for marketing MSME products so that they have a competitive advantage and added value and expand market share.

3.4. Framework For Troubleshooting

The development of MSMEs is considered to require digitalization steps and increasing digital literacy as the main keys. Infrastructure is needed that supports increasing digital literacy in MSMEs, for example, the availability of adequate internet. The internet network must be evenly distributed because it will become one of the main media to enter the digital world.

MSMEs that take advantage of the online market in the digital era will benefit from being closer to consumers / customers, faster in promoting or introducing products to the public, there is no market limit to reach all corners of the world.
connected to the internet, and the accuracy and speed of service of MSME products to consumers.

3.5. Evaluation Design

Training participants will be given an evaluation in the form of a special test at the end of the session in the form of material that has been given at the beginning of the session, namely about the digitalization of product marketing literacy and its benefits for MSMEs.
CHAPTER IV  
BUDGET AND ACTIVITIES SCHEDULE

4.1 Budget from UMB

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<th>No.</th>
<th>Componen</th>
<th>Proposed Cost</th>
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<td>Initial survey (Meeting, Supplies, Field Survey, Transportation)</td>
<td>IDR 1.425.000</td>
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<tr>
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<td>Implementation Preparation (Preparation of Preparatory Materials)</td>
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<td>3</td>
<td>Implementation (Consumption, Transportation, Participants, Certificates, Documentation, Banners, Honorarium Instructors)</td>
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| Amount | IDR 7.500.000 |

4.2 Budget from Partner (*inkind*)

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| Amount | IDR 1.000.000 |

4.3 Activities Schedule

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<th>Pebr</th>
<th>March</th>
<th>Apr</th>
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<td>3</td>
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REFERENCES


Appendix 1. Head of the Team

Personal identity

<table>
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<tr>
<th></th>
<th>Full Name</th>
<th>Prof. Dr. Hapzi Ali, MM</th>
</tr>
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<td>2</td>
<td>Gender</td>
<td>Male</td>
</tr>
<tr>
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<td>Functional Position</td>
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<td>4</td>
<td>NIP/NIK</td>
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<td>0012016601</td>
</tr>
<tr>
<td>6</td>
<td>Place, Date of Birth</td>
<td>Bunga Tebo, 01 Desember 1966</td>
</tr>
<tr>
<td>7</td>
<td>E-mail</td>
<td><a href="mailto:hapzi.ali@gmail.com">hapzi.ali@gmail.com</a></td>
</tr>
<tr>
<td>8</td>
<td>Phone Number</td>
<td>081366936766</td>
</tr>
<tr>
<td>9</td>
<td>Office Address</td>
<td>Pascasarjana UMB. Jl. Meruya. Jakarta Barat</td>
</tr>
</tbody>
</table>

Jakarta, 28 November 2020

( Prof. Dr. Hapzi Ali, MM )
Appendix 2. An Overview Of Science And Technology To Be Implemented On Partners

Overview of Science and Technology to be Applied to Partners Provide basic knowledge to MSMEs about digitalization literacy and its benefits as a strategy for developing MSMEs.
With the knowledge of digital literacy of UMKM products, it is hoped that it will provide policy input that digital literacy plays an important role in the continuation of UMKM activities. The process of adopting an innovative technology increases the ability to improve MSME activities. In addition, internet access increases economic sustainability, especially during the current pandemic.
Appendix 3. Location Map
### INTERNATIONAL JOINT COMMUNITY SERVICES PROPOSAL

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Strengthening Digital Literacy In MSMEs In South Meruya</th>
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</thead>
<tbody>
<tr>
<td>Project Partner</td>
<td>Universiti Sains Malaysia</td>
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</table>
| **Name of Project Leader at UMB**
| **Staff ID:** | Prof. Dr. Hapzi Ali, MM/ 0012016601 |
| **Name at least 1, maximum 2**
| **Project Member(s) at UMB**
| **Staff ID(s):** | Dr. Achmad Hidayat Sutawidjaya, M.Com /0301056901  
| | Dr. Lenny C Nawangsari, MM /0319127202 |
| **Name at least 1, maximum 2**
| **Project Member(s)/counterpart(s)**
| **at Partner**
| **Staff ID(s):** | Assoc. Prof. Anees Janee Ali / AA 54382 |
| **Project Duration**
| **(Not more than 12 months. Please attach a Gantt Chart indicating the project timeline)** | 6 months |
| **Executive Summary of Project**
<p>| <strong>(maximum 200 words)</strong> | One of the impacts of the COVID-19 pandemic in Indonesia is MSMEs, in particular UMKM products such as food, crafts, household tools, and others. MSME players who wish to survive must be able to provide online services to their buyers, try to market their products and expand market share, so that MSMEs can survive or even rise. For that, MSME players need to have digital literacy skills. The development of digital literacy is part of an effort to understand media so that it can have an impact on various types of literacy practices that have emerged, including reading and writing practices that have developed due to the influence of the use of digital technology. With all their limitations, it is certain that not many MSME actors are able to adapt to situations in the new normal era. This is because building digital literacy skills is not something that can be done instantly. In order to market their various products, MSME players can indeed carry out more promotional activities through social media or take advantage of other platforms, which are available in cyberspace. The problem is the |</p>
<table>
<thead>
<tr>
<th>Location(s) of the Project</th>
<th>Meruya Selatan, West Jakarta/DKI Jakarta</th>
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</table>
| **Project Background / Problem Identification,** | 1. Some SMEs do not have knowledge of digital literacy.  
2. Many UMKM players have not been able to adapt to the situation in the new normal era, related to digitalization in the field of marketing of UMKM products.  
3. The limited understanding of MSME actors on the use of information technology, online marketing, production processes and online market access is still not optimal. |
| **Supporting Theories,** | Digital literacy, digital literacy skills, MSMEs |
| **Project Model** | Socialization and Training |
| **Tool** | Online media training |
| **Project Objectives** | 1. Understand the concept of digital literacy and its benefits for marketing UMKM products.  
2. Providing knowledge on how to use digitization tools to improve MSME online marketing and MSME product digitization literacy techniques to expand market share. |
| **Methodology & Flow Chart (Please clearly indicate the role of partner institution researchers)** |  
| **Role of UMB’s Lecturer(s)** | As a writer who is in charge make community services proposal, implementation program, monitor and making report and output target. |
| **Role of Partner’s Lecturer(s)** | Participants at community service program, monitor and making report and output target. |
| **Impact/Benefit/Contribution of Project to Science/Society/Other Parties (Please state the expected deliverables of the Project include: IPR, prototype, publications etc.)** | This community service aims to increase the knowledge and skills of participants about the concept of digitalization literacy, benefits and digital literacy techniques for marketing MSME products so that they have a competitive advantage and added value and expand market share. |
**Name of Journal(s) International to Submit for Publication, with Writers’ Names Mixed from UMB & Partner**

**Utilization of Facilities:**
- i. Existing Facilities
- ii. Additional Facilities

<table>
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<th>Partner</th>
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**Total Budget including from UMB & Partner (Not more than USD 1,000)**

IDR 8,500,000,-

**Note and Reviewed by:**
JCSF Committee

### BUDGET PROPOSAL

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| Sub Total | IDR 7,500,000 | IDR 1,000,000 |
| GRAND TOTAL (Sub Total UMB + Sub Total Partner) | IDR 8,500,000 |

**Note:**

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

__________________________________________
Date of Proposal Submission: November 28th 2020

Signed by:

Prof. Dr. Hapzi Ali, MM
Team Leader From UMB

Approved by UMB:

Dr. Adi Nurjadi, MBA  Dr. Devi Fitrianah, S. Kom, M.TI  Dr. Inge Hutagalung, M. Si.
Director of Innovation  Director of Research  Head of Community Services & International

Approved by Partner:

Assoc. Prof. Anees Janee Ali
Universiti Sains Malaysia