

# STRENGTHENING BUMDES BAROKAH THROUGH SOCIAL MEDIA

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## ABSTRACT

*The community service activity in 2021, entitled "Strengthening BUMDes Barokah Through Social Media," is a follow-up to community service activities in 2020 with the theme "Company Profile as a Means of Increasing Competitiveness of BUMDes Barokah." The output achieved last year with an increase in the number of visitors in 2019-2020 proves that the company profile and Sumber Sira booklet, which is one of the business units in the Barokah BUMDes, have helped strengthen tourism competitiveness, especially in Malang Regency. Based on this background, the community service team will continue efforts to strengthen this competitiveness through social media, especially Instagram, so it is hoped that the Barokah BUMDes management will be more efficient in promoting all their business units and can increase the opinion of Barokah BUMDes.*

**Keywords:** Business Strengthening, BUMDes Barokah, Social Media

## ABSTRAK

Kegiatan pengabdian kepada masyarakat tahun 2021 yang berjudul "Penguatan BUMDes Barokah Melalui Media Sosial" merupakan tindak lanjut dari kegiatan pengabdian masyarakat di tahun 2020 yang lalu dengan tema Company Profile Sebagai Sarana Peningkatan Daya Saing BUMDes Barokah. Output yang telah tercapai ditahun lalu dengan adanya peningkatan jumlah pengunjung ditahun 2019-2020 membuktikan bahwa company profile serta booklet Sumber Sira yang merupakan salah satu unit usaha di BUMDes Barokah telah membantu penguatan dalam daya saing pariwisata khususnya di Kabupaten Malang. Berdasarkan latar belakang inilah tim pengabdian masyarakat akan melanjutkan upaya penguatan daya saing ini melalui media sosial khususnya Instagram, sehingga diharapkan pengurus BUMDes Barokah akan lebih efisien dalam mempromosikan seluruh unit usahanya dan dapat meningkatkan pendapat BUMDes Barokah.

**Kata Kunci:** Penguatan Bisnis, BUMDes Barokah, Media Sosial

## INTRODUCTION

The village is the smallest regional unit in the constitutional structure of Indonesia. Village areas in Indonesia have various kinds of natural potential or nature tourism, but there are still many economic problems faced by rural communities. According to BPS data, the number of villages in Indonesia is 75,436. A total of 14,461 (19.17%) villages fall into the category of underdeveloped villages (<https://bps.go.id/>, 2017). This can be seen in Figure 1.

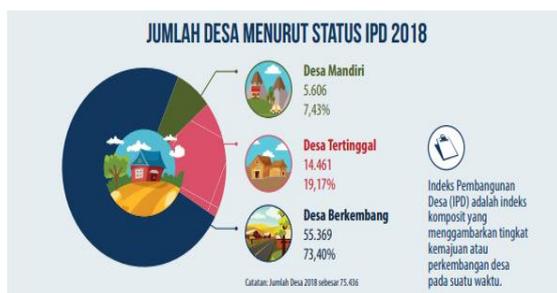


Figure 1: Village Development Number and Index  
Source: Central Bureau of Statistics, 2020

Based on Figure 2.1, the percentage of underdeveloped villages is still higher than independent villages in Indonesia. The government's effort to overcome this problem is through village development through village empowerment. One of the village development efforts begins with the development of village resources and finances so that the implementation of village governance can be realized independently. Regarding the development of village resources and finances regulated in Law Number 6 of 2014 concerning villages, it provides opportunities for villages to be able to develop villages by establishing village-owned enterprises (BUMDes).

According to Article 1 paragraph, 6 of Law No. 6 of 2014 Concerning Villages, a Village-Owned Enterprise (BUMDes) is defined as a business entity whose capital is wholly or mostly owned by the village through direct participation originating from separated village assets to manage assets, services, and other businesses for the greatest welfare of the village community. Meanwhile, according to Tama and Yanuardi (2013), BUMDes was formed to develop rural areas which can be achieved through village community empowerment programs to increase productivity and diversity of rural businesses, availability of facilities and facilities to support the rural economy, build and strengthen

institutions that support production and marketing chains, as well as optimizing natural resources as the starting point for rural economic growth. Therefore, BUMDes is one of the important considerations for developing village potential, managing and utilizing the potential of village natural resources, optimizing human resources (village residents) in their management, and having capital participation from the village government in the form of financing and village assets submitted to be managed as part of BUMDes.

One area that has implemented BUMDes in Malang City. A total of 113 villages in the Malang Regency have established BUMDes. According to the Minister of Villages for the Development of Disadvantaged Regions and Transmigration, Eko Putro Sandjo plans to make Village Owned Enterprises (BUMDes) in Malang Regency a model for all villages in Indonesia. This is because many villages in Malang Regency have successfully implemented BUMDes and can develop village potential and encourage the village economy (Faruq, 2019).

One example of BUMDes in Malang Regency is Barokah BUMDes, which is located on Jalan Sunan Ampel No. 1B in Putukrejo Village, Gondanglegi District. BUMDes Barokah is a village business unit that was established to provide opportunities for village capabilities as the backbone of the regional and national economy, as well as building self-reliance, including rural development so that they can get out of poverty and isolation on their strength. One of the business units run by BUMDes Barokah is Sumber Sira Tourism. Sumber Sira Tourism is a natural tourist attraction that is still very natural and the water is very clear. For several years, managing Sumber Sira tourism, Barokah BUMDes has succeeded in providing significant PADes (Village Original Income).

Nevertheless, the Head of the Sumber Sira Dakir Tourism Manager said that the implementation of the Sumber Sira tourism BUMDes in Putukrejo Village was inseparable from various problems, such as the promotion of Sumber Sira tourism, which had not been maximized at this time only through word of mouth and social media. One of the obstacles, having been to Sumber Sira tourism, is the limited means of promotion and promotion. Seeing as the level of promotion of Sumber Sira tourism is less than optimal, Sumber Sira

tourism is empty of visitors and economic activity in Sumber Sira tourism decreases or tends to fluctuate.

**Tabel 1**

No	Period	Number of Visitors
1	July 2020	6.206
2	August 2020	6.858
3	September 2020	6.021
4	October 2020	6.732
5	November 2020	5.148
6	December 2020	4.352
7	January 2021	3.887
8	February 2021	3.730
9	March 2021	4.513

Sumber Sira Tourist Visitation

Source: BUMDes Barokah

Efforts to increase the number of visitors have been carried out, one of which is the community service team of the Faculty of Administrative Sciences, Universitas Brawijaya, in collaboration with the management of BUMDes Barokah, especially the Sumber Sira business unit, which has succeeded in making a company profile in the form of booklets from Sumber Sira and videos that have been uploaded to YouTube, which have been subscribed to so far. 341 people, 447 likes, and 1,271 views. However, this is still not satisfactory enough because there are still many aspects of social media that have not been worked on by the Sumber Sira tourism management.



Figure 2. Sumber Sira's Youtube Company Profile  
Source: Youtube

Based on the phenomena described above, it is proposed to have digital marketing through social media as a follow-up to the Sumber Sira tourism promotion efforts that have been made to create a company profile in

the previous year. Social media is carried out with the help of Instagram media tools that are focused on working on creator content and Instagram ads for the Barokah BUMDes Instagram account. The hope is that with the promotion through Instagram, all business units within the Barokah BUMDes environment will be easily known by the wider community. The tourist attractions can become tourist attractions that are loved by tourists both local and foreign and foreign tourists, which, in the long term, can encourage the economy of Putukrejo Village.

## LITERATURE REVIEW

### Regionally Owned Businesses (BUMDes)

According to Article 1 of Law Number 6 of 2014 concerning Villages, Regionally Owned Enterprises (BUMDes) are business entities whose entire or most of the capital is owned by the Village through direct participation originating from village assets that are separated to manage assets, services, and other efforts for the greatest welfare of the Village community. Meanwhile, according to Maryunani, BUMDes is defined as a village business institution managed by the community and village government to strengthen the village economy and build community social cohesion, which is formed based on the needs and potential of the village (Maryunani, 2008:35). The requirements for the establishment of BUMDes are based on the Regulation of the Minister of Home Affairs (Permendagri) Number 39 of 2010 Article 5 Paragraph 1, namely: at the initiative of the village government and or the community based on village residents' consultations; the existence of the community's economic business potential; by the needs of the community, especially in meeting basic needs; the availability of village resources that have not been used optimally, especially village wealth; the availability of human resources capable of managing business entities as assets that drive the economy of rural communities; the existence of community business units, which are the economic activities of the community members which are partially managed and less accommodated; and to increase community income and village original income.

The objectives of establishing BUMDes are:

- Improving the village's economy;
- Increase the village's original income;
- Improve village potential processing by community needs;

- d. Serve as the foundation for rural economic growth and equity.

### **Digital Marketing**

Experts have their definition of digital marketing. The definition of digital marketing, according to experts, is as follows: Ridwan Sanjaya & Josua Tarigan (2009): Digital marketing is a marketing activity that includes branding and uses various media. For example, blogs, websites, e-mail, Adwords, and various social media networks. Kleindl and Burrow (2005): Digital marketing is a process of planning and implementing a concept, idea, price, promotion, and distribution. In simple terms, it can be interpreted as building and maintaining mutually beneficial relationships between consumers and producers. Heidrick & Struggles (2009): Digital marketing uses the development of the digital world to carry out advertising that is not touted directly but has a very influential effect.

### **The Benefits of Digital Marketing**

The number of digital marketing tools used by companies proves that digital marketing has many advantages and benefits that can be obtained. Here are some of the advantages of digital marketing compared to conventional marketing.

- a. **Deployment Time.** Marketing strategies using digital media can be done very quickly, even in seconds. In addition, DM can also be measured in real-time and precisely.
- b. **Evaluation Ease.** By using online media, the results of marketing activities can be immediately known. Information such as how long your product was watched, how many people viewed your product, what percentage of sales conversion from each ad, and so on. After knowing that kind of information, then you can evaluate which ads are good and which are bad. So you can improve for the next period.
- c. **Broader Scope.** The next advantage is the wide geographic reach of DM. Using the internet, you can spread your brand or product around the world in just a few easy steps.
- d. **Low-Cost and High-Efficacy.** Of course, compared to traditional marketing, digital marketing is much cheaper and more effective. Budget costs saved can be up to

40%, according to Gartner's Digital Marketing Spend Report. In addition, the survey also shows that 28% of small entrepreneurs will switch to digital because it is proven to be more effective.

- e. **Building a Brand Name.** Digital marketing helps you build a good brand name. The existence of cyberspace combined with the presence of your brand is very important because people will do an online search before buying your product.

### **Types of Digital Marketing**

- a. **Websites** The website plays a very important role in showing the company's professionalism, helping consumers learn about your business, and saving promotions and easy business media.
- b. **Efforts in Search Engine Marketing** to make the company's website easy to find in search engine systems. Search Engine Marketing is divided into Search Engine Optimization (SEO) and Search Engine Marketing (SEM). SEO is done by yourself and takes a longer and cheaper time, while SEM is paid but faster.
- c. **Marketing via social media.** Circulate platforms on social media such as Facebook, Twitter, and Instagram because it can be done with minimal cost or even free. This, of course, can improve the company's brand.
- d. **Online media advertising promotion** via the internet for a fee. This can get consumers more quickly and satisfactorily but is somewhat more expensive than the previous type. e.g., email marketing. You can provide the latest information about ongoing promotions or new products or services.
- e. **Marketing via video.** This way, you can immediately explain your business, the product, and how to use it, and display customer testimonials.

### **Digital Marketing Plan**

- a. **Search Engine Optimization (SEO).** SEO is an attempt to optimize a site to get top rankings in search results. To be in the top ranking, you need to understand how the search engine system works. Websites, blogs, infographics are just a few examples of media that can be used.

- b. Content Promotion Plan, create, and share content about the company. This is to attract readers to learn about the business and motivate them to become buyers. This content can be in the form of blog uploads, social media, articles, e-books, infographics, and online brochures.
- c. Marketing Automation Marketing automation is a technique of automating repetitive tasks. tasks such as workflow, content upload layout, and campaign reports. This automation can be done on digital channels such as email and social media.
- d. Pay-Per-Click (PPC). Each click costs money. is a way to drive traffic to your site. For example, with Google AdWords, you pay and get the top slot on every search on Google and are charged for each click. In addition, there are also Facebook Ads and LinkedIn Sponsored Messages.
- e. Native advertising, for example. form of paid content that is displayed in a form that bears a resemblance to the media content and its placement. Content that looks and functions like part of the associated media. For instance, promoted posts on Instagram and Facebook.
- f. Affiliate marketing is number five. You partner with other people's services or sites to make commissions by referring readers or visitors to your business. For example, hosting video ads with Youtube
- g. Marketing on Social Media. You promote your brand and content on social media like Facebook, Whatsapp, Twitter, and Facebook Messenger. Social media is a means of exaggerating brands. However, at first, just focus on one social media channel to shorten the time, cost, manpower, and knowledge. Then determine the personality you use on social media, such as formal or semi-formal.

## RESULTS AND DISCUSSIONS

### Results

Efforts to promote all business units within the Barokah BUMDes environment are still experiencing various problems considering the uneven distribution of income from each business unit. This problem was triggered by the lack of maximum promotional activities or business unit publications in BUMDes Barokah, which meant the potential for each

revenue stream was not maximized. So far, the public only knows a few business units, one of which is Sumber Sira, which last year, through a community service program, had a company profile and a booklet, which had an impact on increasing the number of visitors in 2019-2020 and the number of company profile viewers on YouTube as of today, April 30, 2021, has reached 1.2 million viewers. Based on the phenomena described above, it is proposed that there be further community service activities to strengthen Barokah BUMDes through social media. Social media is considered to be able to facilitate promotional activities for each business unit in BUMDes Barokah, especially Instagram. The hope is that with the promotion through Instagram, all business units within the Barokah BUMDes environment will be more widely known to the public, both local tourists and tourists from outside the region and abroad, and this can encourage the economy, especially in Putukrejo Village.

### Discussions

Instagram content creation is carried out in several stages, including:

- a. Initial coordination with the Projectkerto team as a vendor and Bumdes Barokah partner. An online meeting using the Zoom application. The results of this inaugural meeting were an agreement on the technical implementation of Instagram content creation, which included data collection, images, and types of content to be created on the Barokah Bumdes Instagram account, which will last for 4 months from July to October 2021, and the signing of the MoU between the PKM team and Projectkerto.
- b. Data Collection for Instagram Content Creation Data collection was carried out by Projectkerto together with the PKM team at the Barokah Bumdes. The data or information obtained includes Photos of locations and products from each business unit in the Bumdes Barokah environment, Interviews with the Barokah Bumdes' management, Barokah Bumdes company profile data.
- c. Plan Content Preparation. The plan content for July, August, September, and October was prepared based on the agreement of the three parties, namely the PKM team, Projectkerto, and Bumdes Barokah. The purpose of compiling this

plan's content is to provide detailed information about what content will appear on the Bumdes Barokah Instagram account every day and to schedule when the content will be uploaded.

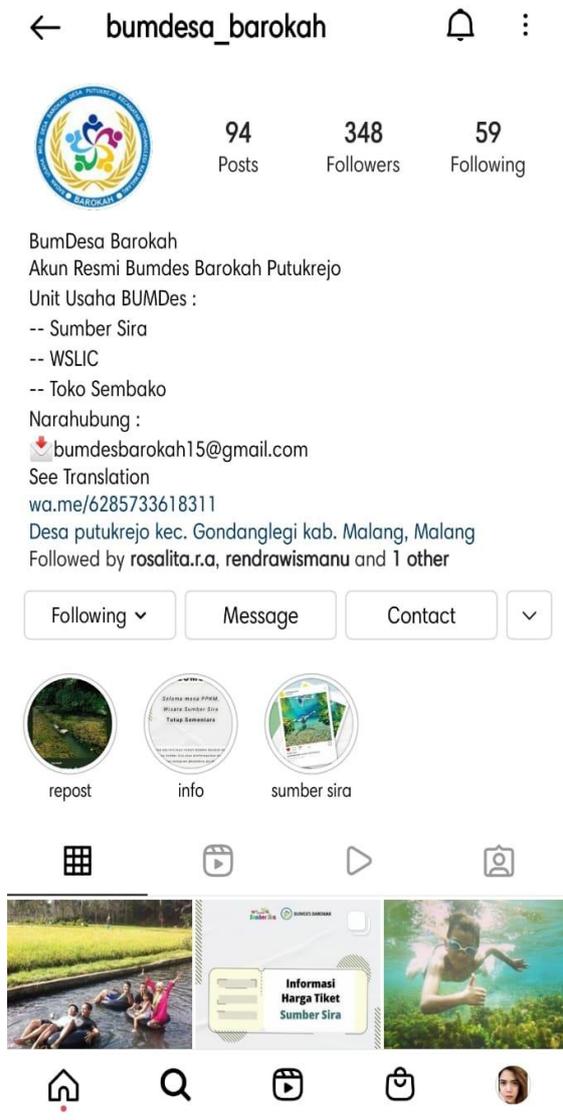


Figure 2: Screenshots of the @bumdesa\_barokah account  
Source: Instagram

Results of the BAROKAH BUMDes Strengthening Training through Social Media. The training began with a speech from the PKM team leader, which was followed by a presentation of the material presented by the Projectkerto team. The material presented is very light and easy to understand, so it is hoped that the training participants can easily apply knowledge about strengthening the Barokah Bumdes through social media. The activity went smoothly, and the training participants were very enthusiastic in discussing and giving

each other advice. The training ended at 12.00 WIB.

## CONCLUSIONS AND RECOMMENDATIONS

Community service activities with the title "Strengthening BUMDes Barokah" Through Social Media, have been carried out properly by the activity plans that have been prepared. This activity received a very good appreciation, which was shown by the activeness of the training participants in inviting the speakers to discuss in the training session. In addition, the creation of Instagram content has also been successful, with the interaction shown by Instagram users. Based on the results of the evaluation of the activities that have been carried out, the following suggestions can be made:

- To support digital marketing activities, it is necessary to prepare supporting facilities and infrastructure, such as laptops, cellphones, and wifi, so that participants can immediately apply the material presented.
- Further service activities are needed to determine the effectiveness of Instagram content creation and training for the Barokah Bumdes management in the following years.

Based on the detailed Instagram analysis, the PKM team provides the following recommendations:

- Types of content that are often uploaded (original photos, interactive content, photo reposts, quotes).
- The effective upload time is between 10.00 and 13.00 WIB.
- Regular content distribution, at least once a month
- Giveaway prizes can be in the form of free travel tickets or other products that are still related to the niche (post topic).
- Advertise regularly, at least once a month.
- Working with other parties to improve interaction
- Collaboration can be in the form of mutual promotion or holding a competition (poetry essay, short story, essay, or carousel design).

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