THE URGENCY OF DIGITAL CAPITAL AND COMMUNITY INTERVENTION IN DEVELOPING THE POTENTIAL OF LOCAL SUPERIOR PRODUCT FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) IN JAMBI

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Diterima: 23 Juni 2023, Disetujui: 5 Agustus 2023

Abstract

The potential development of local superior products for Micro, Small, and Medium Enterprises (MSMEs) should be transformed into a digital business. MSME actors need to expand and reach market networks as an effort to survive during the national economic storm due to Covid-19. Adaptation to the digital economy in the marketplace is a curative solution to the problem of the community's economic downturn. This article aims to review community interventions in empowering MSME business actors by utilizing digital capital, digital marketing of local superior products, and collective social action models through multi-platform marketplace ecosystems. This article uses a qualitative method with a phenomenological approach. Data were collected through literature studies, observations, and interviews. The results of this study show that digital capital is a capacity requirement that needs to be internalized and intervened by business actors to transform into digital businesses. In addition, digital capital empowerment is carried out with the Commutiy Based Local Products approach, namely the involvement of local communities who have digital competencies in developing local products, such as designing, managing digital resources (multi-marketplaces and digital promotion), and decision making in profit sharing based on the principle of equality for MSME actors.

Keywords: Digital Capital, Community Intervention, Local Superior Products, Market Place
Introduction

The release of Bank Indonesia (2021), regarding the economic growth of Jambi Province which grew by 5.39%. This figure is projected to grow positively in line with the recovery supported by domestic and global demand, as well as improvement in the performance of key economic sectors. This economic recovery was driven by the distribution of the Covid-19 vaccination, which became a game-changer in increasing the level of trust of the public and business actors. The impact of the Covid-19 pandemic has hampered national economic growth. The sector that supports economic growth in Jambi province still relies on the exploitation of natural resources from the agricultural and mining sectors. Unfortunately, this growth is still only sectoral, meaning that it has not yet had an impact on people's welfare. In the release of the same data, in March 2021 there was an increase in the number of poor people in Jambi Province which reached 293.86 thousand people, compared to March 2020 of 277.80 thousand people. The domino effect of the Covid-19 pandemic has sparked an increase in the severity of poverty in Jambi Province.

Facing the above problems, various efforts have been made by the government to stimulate economic policy to promote and enhance regional development. One of them is by transforming the MSME market into a digital economy ecosystem platform through electronic commerce or e-commerce. The MSME sector is encouraged to support the expansion of the local commodity market or regional superior products in the digital economy trade competition contestation. Regional superior commodities or products are expected to become the regional economic motor of the MSME sector which focuses on the utilization and optimization of local resources and competencies. Marketplace platform ecosystems (e-commerce) such as Tokopedia, Lazada, Shopee, Bukalapak, Olx, Blibli.com, and others, have become fertilizers for the digital economy in Indonesia. For example, Tokopedia in 2022 already has 11 million active sellers with 90% being MSMEs (micro-scale sellers). In line with that, the Ministry of Finance on their news release, predicts that Indonesia's digital economy is projected in 2030 to grow to reach Rp. 4,531 trillion. This, of course, brings the benefits of the digital economy in the marketplace (e-commerce) whose impact will lead to the optimization of MSMEs based on local superior products that can overcome the problems of poverty, unemployment, and limited employment opportunities. The use of local superior products needs to be encouraged to become a major player in the people's economy in the global economy.

Pudhail & Baihaqi (2020), is in line with strengthening the three pillars of the Indonesian economy, namely the creative economy, MSME economy, and the digital economy. These three pillars become the spirit in every strengthening of government policies. These three pillars, to be implemented in the regions, need community intervention measures (social action) and the application of the e-commerce digital economy. This step is the most rational aspect for local business activists to take by maximizing the potential to create local superior products that can compete in the market. The concept of the marketplace (e-commerce) is one of the models of the digital economy ecosystem. Marketplace (e-commerce) in a simple definition is an arena where sellers (online store owners) and buyers (internet users) meet online and conduct digital buying and selling transactions. This definition also refers to Pudhail & Baihaqi (2020) and Plunkett (2009 also 2014), who look at the marketplace in the internet platform ecosystem that carries out two-sided interactions between sellers (providers) and buyers (users) in online trading business processes starting from ordering, exploring, online transactions, to delivery to after-sales service.

The local government’s partisan intervention in expanding access and supporting marketing strategies is very much needed to raise the motivation of local business activists through empowering local superior products that are sourced from the potential of the area. According to Umam et al. (2018), there are at least six criteria in determining regional superior products, namely the accumulation of monthly turnover, labor absorption, target market, availability of raw materials, access to technology, and specifications for local characteristics. Sandriana et al. (2014), also complete the criteria for regional superior products, including products that have authenticity/distinctiveness/uniqueness/regional symbols, have a regional economic contribution, market availability, availability of capital and human resources, infrastructure support, partnership networks, level of competitiveness, regulatory support, and
entrepreneurial institutions. The idea of product name or brand that contain uniqueness sourced from local wisdom (authenticity) have a selling power that can attract buyers from outside the region.

Community intervention is needed in empowering local superior products. One of them is the implementation of the CBLP (community-based local products) model. This model is an imitation of Murphy's thinking (Yacob et al. 2021) and Giampiccoli (2015), that the control of local community involvement is very important in the design, resource management, decision making, and equitable sharing of benefits from uniqueness in the form of material elements, and immaterial that is attached to the community, where the main motor of culture and tradition is the local community. Local superior products may depart from one of the material and immaterial elements that can be managed into superior products with economic value. This CBLP model (community-based local products) also tried to modify the collaborative thinking of Glen (1993) and Rukminto (2008), in which the practice of community intervention pivots on three main elements, namely community development, community action, and community service approaches.

The involvement of the community ecosystem in empowering MSME business activists through the utilization of the digital economy has become the concern of all stakeholders for curating community economic problems. The findings of Fuadi et al. (2021), stated that the involvement of social communities became an entity’s solution to suppress the gap in the flow of digitalization between villages and cities. Assisting MSME activists to go digital, by empowering through social action to drive independence for MSME activists with the participation and collaboration of various stakeholders (government, private, and community) such as building a digital ecosystem for MSME social communities, conducting counseling, and mentoring of MSME activists through economic clinics digital technology utilization, and collaboration with BUMD in developing technological transformation through smart villages. The same finding was also made by Nilasari et al. (2019), by emphasizing the importance of MSMEs being given easy access to digital transformation by facilitating MSMEs to go online and assisting banks in directing people’s business credit for transactions in the digital economy. In addition, the use of digital marketing (digital marketing) through social media is an important instrument in empowering MSMEs. This is reinforced by Purwana et al. (2017), Saputra et al. (2020), and Pramuki et al. (2021), who emphasize the importance of knowledge and skills in managing social media and e-commerce platforms, especially in improving the ability of digital promotion online for local superior products or village potential.

Previous research, mostly reviewed empowerment through community intervention for MSME business activists which focused on empowering digital marketing management capacity. Meanwhile, this study tries to provide a slightly different focus review, namely the focus of this research is not only on the level of community intervention in empowering business activists but the use of digital capital, digital marketing of local superior products, and models of collective social action of business units through a multi-platform ecosystem e-commerce.

Methods

This paper was prepared using a phenomenological qualitative research approach, where this approach can review in-depth the meaning related to the reality or phenomenon of community intervention in empowering business activists, how to build local branding, and “initiation” models of collective social action of business units through a single platform ecosystem. The location of this research took place in five areas, namely Bungo Tebo Regency, Sungai Penuh City, West Tanjung Jabung Regency, East Tanjung Jabung Regency, and Jambi City. This district/city was chosen based on three considerations, namely its location close to the source of raw materials, the district is a producer of superior products of Jambi province based on the Jambi Governor’s Decree Number: 599/Kep.Gub/Balitbangda/2013, concerning Determination of Local Leading Commodity Development Strengthening Innovation System Region (SIDa) and consideration of suggestions from the Head of Bappeda Jambi Province. Primary data sources were obtained from interviews, and field observations. While secondary data is obtained from literature
studies in the form of research studies/scientific references in the form of books and scientific journals. The informants in the study were determined by purposive sampling with criteria including the informants were based on recommendations from the Head of the Jambi Province Bappeda, the informants were also foster partners from the Jambi Province MSME Association and the Regional National Crafts Council, and the informants were Local Business Activists for Leading Products in Jambi Province. Data analysis techniques in the field were carried out by interviewing informants (local business activists and partners of MSMEs fostered by Jambi Province) using open interviews. Furthermore, to obtain additional data, a literature search was carried out on the same research topic and the Provincial Strategic Plan document in Jambi. The technique of Miles & Huberman (1992), becomes a step guide in data analysis, namely data reduction, data presentation, and concluding.

Result and Discussion

The involvement of the entrepreneur community network becomes a natural "fort" in facing business competition, especially in the digital economy. The intervention of the local MSME entrepreneur community can be a collective force to remain resistant in the onslaught of penetration of global products. Interventions can be built through the Indonesian Employer’s Association network, the UMKM Association, Chamber of Commerce and Industry, and other associations, which are the strengths of the market network that can be utilized. Endaryono & Djuhartono (2018), have proven that strengthening market networks through association forums can strengthen the existence of local product business actors who collaborate with the cooperative service and small and micro business communities. Movements without community intervention and tend to be sporadic make local entrepreneurs, especially MSMEs unable to compete in the digital economy.

Collaboration between community and government intervention has provided opportunities for creative industry oriented MSMEs to grow and even advance to class. This is evidenced by the community intervention through the Jambi Batik Entrepreneurs Association (Asbaja) and the Jambi City Food and Beverage Entrepreneurs Association (Asmami) as well as the role of the government through the Jambi City Dekranasda, the Department of Manpower, Cooperatives and SMEs and the Jambi City Industry and Trade Office. the basis and driving force of the leading economy in Jambi City. Carrying the slogan of the destination center "one stop shopping" and "ado galo, elok galo" (all complete, all good) at blanjo.co.id marketplace and Dekranasda building (The Hok Jambi location) as a showcase for Jambi's local creative products (Bag. Humas Setda Kota Jambi, 2018). Not only facilitated by a physical storefront in the Dekranasda Building, collaboration between the association community, the Jambi City and Provincial Dekranasda, the Department of Manpower, Cooperatives and MSMEs as well as the Jambi City Industry and Trade Office has provided digital marketing space for superior local products through the e-commerce blanjo.co.id. In addition, thanks to the action of the Jambi City Asmami community by utilizing digital applications for promotion, sales and distribution, MSMEs of peanut brittle and fried tempeh Ilham Snack Jambi were able to survive during the Covid-19 pandemic (Saragih, 2020). The collective action of caring to assist is also part of the positive impact of the strong community intervention network, as told by the coordinator of Amsindo Regional Jambi (Indonesian Online and Social Media Association) Adji Alfarizi, stating that the distribution of assistance to the community is a form of collective care for the Jambi City MSME business actors in Jambi in a Pandemic (Bekabar, 2021). The community action steps gathered in the Jambi Batik Entrepreneurs Association (Asbaja), the Jambi City Food and Beverage Entrepreneurs Association (Asmami), and the Indonesian Online and Social Media Association (Amsindo) are in line with the prepositions of community action intervention offered by Rukminto (2008), namely Communal communities consisting of individual local entrepreneurs form groups that can facilitate their aspirations as a joint effort to make change.

The association is also a “safety net” for local entrepreneurs. It is based on the motivation and desire to help the community. This motivation continues through association community actions to help vulnerable business groups (entrepreneurs affected by the Covid Pandemic) in business development assistance, capital injections in the form of "soft" loans, and direct cash
assistance. All these aid centers are derivative movements and independent initiations from the association community. The motivational motives carried out by this association are in line with the views of Zander (1990), namely the desire to benefit the community and the desire to benefit others, the desire to be manifested in the form of social action to help the community as an effort to change for the better in achieving the goal of helping and pleasing another person or group.

In addition to community action interventions, digital marketing skills are needed for entrepreneurs to face competition in the digital business era. This resistance capability is an effort to maintain business continuity. Moreover, facing the turmoil of the economic crisis due to the widespread impact of the Covid-19 outbreak and social distancing. Suryo Utomo as Director General of Taxes-Ministry of Finance, said that the economic turmoil due to the impact of the Covid-19 Pandemic was like a perfect storm which had an impact on weakening purchasing power and household consumption, prolonged uncertainty of the investment climate, and the weakening economy as a result of falling commodity prices and Indonesian exports (Zuraya, 2020). In addition, the impact of this pandemic has caused business actors from various business sectors such as Malls, Restaurants, MSMEs, Cinemas, Supermarkets, Traditional Markets, Transportation Services, and so on to fall slowly due to the difficulty of surviving in a critical economic artery.

According to the Katadata Insight Center (2020), the MSME sector received a crushing blow from the Covid-19 pandemic, the survey showed that of 206 MSME entrepreneurs with 56.8% MSMEs experiencing bad conditions, 82.9% MSMEs experiencing negative impacts, and 63.9% MSMEs experienced a decline in turnover of more than 30%. Facing this complicated situation, it is necessary to accelerate the transition of MSMEs to the digital era. Moreover, from the release of the same survey, 80.6% felt that using the internet was very helpful for MSMEs in running their business during the pandemic. Maximizing the presence of online digital technology through market workshop platforms and digital marketing is a curative effort to reduce sales of local products in the face of this pandemic. Branding consistency across all marketplace platforms can build customer trust, which starts with being consistent in digital marketing with products that are easily recognizable and searchable, unique, and attractive (Otoritas Jasa Keuangan, 2022).

At least several digital marketing strategies need to be adopted and adapted for local product SMEs, namely determining more specific market segmentation targets, making sure that the products offered are safe (environmentally friendly and halal), maintaining good relations with customers, and creating attractive promotions (such as discounts-door prizes-buy one get one free) (Ariyanto, 2021). Chaffey & Smith (2017) and Wardhana (2015), emphasize that the use of digital technology in internet-based marketing activities can create potential pathways for increasing knowledge, and adjusting to consumer needs. Digital marketing activities need to be supported by social media. Stelzner (2011), asserts that social media assistance as a digital force has been able to market products and reach a wide range of consumers. The advantages of digital marketing through social media are, first, market segmentation can be managed according to taste, location, habits, and lifestyle trends. Second, sales can be monitored quickly and in real-time to identify deficiencies and changes so that they can be corrected immediately. Third, a wider marketing reach beyond the boundaries of geography, and time. Fourth, products are more easily accessible anytime and anywhere. Fifth, promotion costs can be much cheaper because each seller has their control over their social media. Sixth, it can build direct trust with consumer relationship connections through product review rating facilities, product discussion chats, and giving star ratings by consumers (Purwana, Rahmi and Aditya, 2017).

Digital marketing through social media has provided convenience spaces for MSMEs, such as product displays without space and time limits, no need to experience difficulties offering products from one door to another, not having to attend exhibitions, and without the need to rent a shop at the mall. Social media has become a business domain that is quite affordable for MSMEs. This is because MSMEs no longer need to spend a lot of money to open or rent a physical store, without being limited in operational time, and without requiring a large sales force to carry out promotions. There are many choices of social media that can be
used, even through social media, business actors can penetrate global market consumers. Ariyanto (2021), describes the choice of social media at almost no cost or only requires an internet data package or zero cost, namely Facebook, Instagram, Twitter, VK (V Kontakte), Weibo, WhatsApp, Line, Tiktok, Telegram, WeChat, BeeTalk, etc. In addition, you can also take advantage of multi-platform marketplaces such as Kasir Pintar, Tokopedia, Bukalapak, Lazada, Shopee, Jd.id, and blibli.com. Steps that need to be considered in doing online marketing, namely using attractive photos, each product posting make sure to use popular hashtags and make promotional packaging content as attractive as possible, and take advantage of live streaming facilities for product promotion.

The downstream product must be controlled by the private sector or MSME entrepreneurs. The government through its authority only concentrates as a facilitator for the private sector or MSME entrepreneurs. Product diversification is an important key in maintaining business continuity. Entrepreneurs need to have the courage to take innovative initiatives for product development. Downstream aims to increase the added value of a product. Downstream practices, for example, are raw fish processing products that are processed into fish nuggets (Nugroho, Adiguna and Masi, 2021). Fish raw materials with a touch of technology and the implementation of appropriate processing methods can turn fish raw materials into value-added products such as nuggets. Not only that, but fish also raw materials with the latest research can be used as medicinal supplements—beauty drugs that can become a trend in the market. Of course, such downstream practices require the support of a business ecosystem, research, and strong capital to be able to add value to a product.

The problem faced by MSME entrepreneurs in Jambi Province is product downstream, namely the difficulty of processing raw materials into finished products. In addition, the limited supporting research resources, processing machinery infrastructure, knowledge skills, and business capital are stumbling blocks faced by local MSME business activists in Jambi Province. Finally, government intervention and facilitation are still very much needed through the business capital credit incentive program (Kredit Usaha Rakyat-person's business credit) and assistance through workshop. The findings of Rosita et al. (2021), highlight the citrus harvest in Bukit Kerman District, Kerinci. This harvest experienced a surge in production surplus, resulting in an abundance of citrus fruits. Overcoming the abundant production of citrus fruits requires a downstream strategy and mechanization technology facilities into processed products or derivatives of citrus fruits. The downstream strategy that was initiated that needed to be implemented was, first, increasing the knowledge skills of the local community by diversifying the added value of citrus fruit products into cakes, candies, jelly, and powdered drinks. Second, there is the involvement and empowerment of the support system from the housewife social cluster and young women who have food processing skills (such as cakes, candies, and jelly) and have supporting tools for processed products such as mixers, ovens, and other cooking utensils so that open job opportunities. The problem with the findings in this study is that farmers do not yet have the skills to apply the technology for processing these products, so it is necessary to facilitate scientific and technological assistance to farmers. In addition, the obvious obstacle experienced by farmers is the lack of access to digital capabilities owned by farmers in promoting their products.

In addition to downstream, the capital aspect is a vital construction basis for sustainable local economic development. The basic capital that needs to be owned is economic capital (financial), social capital, cultural capital, personal capital (human capital), and even political capital. The five capitals already exist in real life because of interactions between humans. If the five capitals are combined and matched with a touch of internet technology (online), it will give birth to new social resources that can bring benefits in the modern era, namely digital capital. Ragnedda (2018), has conceptualized digital capital, this capital is a set of “internalized” abilities and talents (digital competence) as well as “external resources” (digital technology) which historically can be accumulated and transferred from one arena to another or accumulation. digital competence (information, communication, security, content creation, and problem-solving), and digital technology. Something that the internet has to offer with the interaction of these five models helps individuals to turn digital resources into social resources that can provide full benefits in full. The quality of an individual's experience of surfing the
internet can affect the accumulation of digital competence or a person's digital capital, which, in turn, can be "transformed" into other forms of capital (economic, social, cultural, personal and political) in the sphere of practice in their social sphere (Ragnedda, Ruiu and Addeo, 2020).

Similar mechanisms can be applied to their lives and capital; economic capital (e.g. increasing revenue from sales, due to massive marketing from social media and e-commerce) social capital (e.g. expanding and expanding social networks), personal capital (e.g. increasing self-confidence), political capital (e.g. increasing civic engagement) and cultural capital (e.g. improving literacy (knowledge) and skills). This can be used as an initiation step by local entrepreneurs by transferring their superior products into digital capital stock (posting product content through creative photos and videos on social media Youtube, TikTok, Facebook, etc. as well as e-commerce) as a social resource in increasing capital accumulation. ——another capital. As in Hodgson's note, capital has now undergone an expansion of meaning or meaning from a socially or economically important stock or reserve. Where, everything can become capital or capital (Hodgson, 2014:1075).

This practice has been carried out by the local Jambi MSME community through the facilitation of the provincial government. The facilitation was facilitated by the Regional National Crafts Council (Dekranasda) of Jambi Province as an extension of the government's arm in empowering local MSME entrepreneurs. In addition, there is a mentoring collaboration from the well-known Shopee market shop. Where the results of the mentoring from Shoopee resulted in an ecosystem of local Jambi-specific e-commerce shops, namely https://blanjo.co.id/. This Jambi local market workshop is a collective forum for local MSME entrepreneurs to showcase local superior products that have a high selling value. The spirit that underlies the construction of the blanjo.co.id marketplace is the philosophical root of the uniqueness and quality of the product. In addition, the name of the shop link "Blanjo" was chosen because it has become a symbol of cultural communication (Blanjo is the same as Shopping) in Jambi society which represents the pattern of buying and selling activities in the market. The purpose of building a typical locality/local shop-market ecosystem is to be able to display storefronts and branding of superior products of Jambi's local MSME entrepreneurs in shop-market contests or e-commerce. The products exhibited at the market workshop are the result of downstream industries that produce semi-finished derivative products and finished products. The existence of derivative products from the downstream industry must have added value, creativity value (a local specialty), and high selling value. Downstream of the industry is an absolute thing for business actors to do to generate added value for raw products, strengthen the industrial ecosystem, create jobs, and expand business opportunities (Wuryasti, 2018).

The market workshop link has shown the practice of digital capital mechanisms. The display of the page interface, the preparation of the product storefront layout, and the description of the product information itself. The practice of digital capital mechanisms that exist in the blanjo.co.id marketplace link is following the concept reviewed by Ragnedda (2018), namely a set of knowledge in managing the marketplace ecosystem through the creation of creative digital content from products in the storefront of the page (such as quality and appearance of product photos). In addition, digital capital can be seen from the competence to manage social media accounts gained from their digital experience (entrepreneurs) into resources that can have an impact on increasing financial profits and expanding their business promotion. In addition, marketplace blanjo.co.id is a digital storefront for local products typical of Jambi Province in reaching the target market of the community. This market workshop is in line with the findings of Roberts & Townsend (2016), Komara & Bagus Setiawan (2020), and Mahmuda (2021), who observe the collaboration of digital and cultural capital through the initiation of creativity which can be an effort for community economic resilience.

On the other hand, an example that can illustrate the influence of digital capital is the MS GLOW beauty product from the Parent Company Juragan 99 belonging to the Celebrity Instagram (celebgram) Gilang Widya Pramana and Shandy Purnamasari. His business octopus has spread widely in the ecosystem of large national market shops such as Tokopedia
and Shopee. Not only that, but the promotion system also takes advantage of the power of social media such as Instagram, Youtube, and Tiktok. What they do is a real example of their digital capital practice. If you look at the number of their followers on social media, which reaches millions, you can imagine the financial profit they get from just posting products on their social media accounts. This is the real mechanism of digital capital. This MS GLOW digital capital mechanism can be studied, adapted, and modified by local product entrepreneurs in expanding their business reach.

One of the failures that have been felt by local entrepreneurs is the hit and run program system from government facilitation and assistance to these business groups. Hit and run based on the findings in the field, it is intended that the programs from the government are only based on-budget projects, the sustainability of the program only depends on the budget, if there is no budget, the project will stop. This is also felt by many local MSME entrepreneurs who feel that the business assistance program from the government is felt like “premature ejaculation” meaning that it disappears too quickly so that the attachment of mentoring to the community is only temporary. This problem has become a classic in social empowerment, which is caused by the lack of a sense of belonging, a sense of nurturing, and a sense of responsibility towards a mentoring program from the government. This issue has become a "big enemy" that haunts the sustainability of the program. The program mechanism, which only relies on the government budget, shows the government's powerlessness in creating community self-reliance.

Community empowerment through associations that oversee MSMEs is deemed necessary for more involvement in government programs. This is because associations are a form of collective social action independent of the government's vertical structure of command. This association is usually more bottom-up-independent and consists of a collection of business actors. Of course, the association has more control over the situation and conditions in the field related to the problems faced by MSMEs. Conceptual initiation to create independence from local MSME business actors is to strengthen the multi-market ecosystem based on a community-based local product approach. The combination of community involvement and strengthening the multi-market ecosystem is an alternative for collective social action to make business actors such as MSMEs able to adapt to digital transformation, namely MSMEs going digital. CBLP adopts the approach previously offered by Yacob et al. (2021), namely CBT (community based tourism). The importance of CBT is also emphasized by Giampiccoli (2015), in which the bottom-up empowerment paradigm with the involvement of the community or local community as a vital driving force in the control of design, development, management of cultural and tourism resources, decision making, and fair sharing of collective benefits.

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<tr>
<th>Description</th>
<th>Community development</th>
<th>Community/Association Action</th>
<th>Community Service Approach</th>
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<tr>
<td>Purpose</td>
<td>Creating community/association independence through mastering and increasing knowledge in managing digital technology competencies into digital capital for association/community participants. Collectively formulate social entrepreneurship based on the problems at hand.</td>
<td>Campaigns and promotions, as well as periodic assistance to target communities, namely MSME business actors through Advocacy and Technical Guidance for digital marketing based on social media and market workshops. Intensive guidance on managing social media accounts, creating creative digital content about local products, etc. Business actors together identify local products that</td>
<td>Develop community-based associations oriented towards assisting vulnerable groups or business actors (entrepreneurs affected by the Covid Pandemic).</td>
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have a high selling value, are unique, and unique

Participants
Local communities who are members of the association can design and identify their own needs.

Local communities of MSME actors gather themselves in associations to increase collective strength.

Associations and service users, namely vulnerable MSME business actors as equal partners.

Method
Bottom-up empowerment by involving local associations/communities as driving actors in controlling the design, development, management of digital resources, and local product resources, collective decision-making for each action, as well as distribution of roles and benefits based on the principle of equity.

Using campaign techniques and promotion of instructional designs or technical guidelines by mapping the technical needs needed by participants (SME actors) through FGDs. The material about the importance of digital marketing social media for their business, and the importance of using the market shop as their stall. Creative content creation materials for promotional materials on social media. Holding workshops and intensive assistance on how to market local products online. Making learning videos for good practice of digital marketing and managing social media business accounts on YouTube so that they can be accessed independently by MSME actors.

Maximizing the involvement of strategic partners, namely the government and MSME business actors as well as strengthening business networks on social media and multi-market locations.

Role
- Professional staff with non-directive internalization patterns.
- Professional staff, preferably from business actors (famous business actors) have shops in various well-established market locations, have social media networks with followers over 1000 accounts. This aims to spread good digital business practices to business actors who are just starting up MSMEs.
- Volunteers who are experts in managing creative content and social media, such as students who have IT competencies. This workforce is expected to be an intensive facilitator for MSME business actors in creating social media accounts, operating them, and creating shop accounts at the market shop.

Empowerment Strategy
- Community participation bottom-up empowerment approach.
- Creating a multi-market independent business market ecosystem (making shops in various marketplaces such as Tokopedia, smart cashier, shopee, etc.) that characterizes locality, is unique and distinctive.
• Create a digital business clinic in developing the competence of MSME actors in the use of social media and multi-market workshops such as technical guidance, FGDs, workshops, training, or courses on an ongoing basis.
• Develop a formal education system through collaboration with vocational education institutions in educating MSME business actors who are digitally ready.
• Build a digital MSME empowerment system by involving millennials because they are more open and adapt quickly to technology and can be used as agents of change.

Source: Analysis Results, 2022

Conclusion and Suggestion

The challenge of economic development should be able to transform towards the development of digital businesses such as market shops. Jambi local MSMEs need to quickly adapt to the digital economy. The Covid-19 pandemic situation like this has become a trigger for local business actors to think business acceleration is oriented to the use of digital capital. Digital capital is fully owned by the business community, it's just a matter of how to direct, manage, and utilize these digital capital resources into other benefits of increasing capital. The local MSME community must have the courage to display quality local products in the market shop; make products competitive through social media as a digital marketing channel.

The local community must dare to transform into a digital market through market workshops. Local products must be competitive by optimizing digital marketing through social media channels. Local products have at least three strengths, namely authentic (original), strong local traditional values (typical), and interesting. Especially local products resulting from industrial downstream are branding strengths that can be combined with their digital capital competencies, thus creating resources that can have an impact on increasing financial profits and expanding their business promotions. In addition to digital capital, it is also necessary to intervene and internalize social action through CBLP (community-based local products) practices. Where, community or association interventions that focus on empowering independent entrepreneurship, especially MSME actors with the segment strengthening the potential of superior local products and digital capital competencies are the core axis in their development. This empowerment is carried out through sustainable assistance through the practice of creating a multi-market ecosystem and digital marketing for business actors. The CBLP approach is expected to be a curative effort to reduce the dependence of MSME actors on the government. Suggestions for further research namely, the implementation of digital capital for community-based local product development need to expand the number of community bases that are the data source. The community that is the source of the data is controlled with aspects of local culture and market network ecosystem practices that can be used as further research questions.

Reference


