



Building a Digital Entrepreneur Mindset Through Online Business Workshops for MSME Actors

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Abstract:

The development of digital technology has created great opportunities for Micro, Small and Medium Enterprises (MSMEs) to develop. However, many MSMEs do not yet have the digital entrepreneurial mindset needed to utilize this technology optimally. This research aims to build a digital entrepreneurial mindset in MSME players through knowledge transfer methods in the form of online business workshops. Low levels of digital literacy and dependence on conventional business methods are the main challenges for MSMEs in adapting to the digital era. Through knowledge transfer, MSME players are given understanding and practical skills to utilize digital technology in business development. The research results show that the method of transferring knowledge through this workshop is able to increase MSME actors' understanding of digital technology and change their thinking patterns in a more innovative direction. This program is expected to be the first step in supporting the digital transformation of MSMEs to be more competitive in the global market.

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I. INTRODUCTION

In today's digital era, technological transformation not only has an impact on large companies but also on MSMEs. Micro, Small and Medium Enterprises (MSMEs) are small-scale or individual business entities with certain limitations both in terms of labor, the number of sales or turnover and the number of assets or assets. The existence of MSMEs plays an important role in the economy in Indonesia. Data from the Ministry of Cooperatives and SMEs shows that MSMEs contribute 60% to the national Gross Domestic Product (PBD) and absorb up to 97% of the workforce. However, in the midst of global competition and the rapid development of digital technology, many MSME actors face challenges to compete and develop. One of the main challenges is the lack of ability to adapt to digital technology, especially in aspects of marketing, management and product innovation.

One of the main obstacles in the digitization of MSMEs is the low digital literacy and resistance to changes in work patterns (Latiep et al., 2023). In this case, one of the keys to answering

these challenges is a digital entrepreneurial mindset that can encourage MSME actors to be more open to innovation. The digital entrepreneur mindset is a mindset that utilizes digital technology to create, manage and develop businesses with an innovative, adaptive and risk-oriented approach that is measurable (Saptadi et al., 2024).

The adoption of digital technology can increase the operational efficiency of MSMEs by up to 40% and expand market access. However, the majority of MSME players still use traditional business methods such as conventional marketing and manual management, making it difficult to compete in an increasingly digitally integrated market (Putri & Latiep, 2023). So that the success of the adoption of this technology is highly dependent on the mental readiness and technical skills of MSME actors. Therefore, educational and training interventions are needed that can help them develop relevant mindsets and abilities.

Online business workshops are one of the effective approaches to build a digital entrepreneur mindset. Workshop-based training that combines theory and practice, provides significant results in improving participants' understanding and skills in adopting digital technology (Indriasari et al., 2024; Latiep et al., 2024). Online business development is not just about selling products or services through the internet, but also about how a business uses technology to expand its business, improve operational efficiency and strengthen the brand. Interactive workshops are able to increase the confidence of business actors in implementing digital marketing strategies and online store management (Fatmawaty et al., 2024).

This Community Service (PKM) activity is designed to help MSME actors in building a digital entrepreneurial mindset through online business workshops that can help MSME digital literacy (Saad et al., 2024). This program is expected not only to provide technical knowledge, but also to encourage a transformation of mindsets that support the sustainability and competitiveness of MSMEs in the digital era (Rachman et al., 2023).

II. METHODOLOGY

The method used in the implementation of Community Service is knowledge transfer. This activity was held for one day in the form of a workshop with the theme "Building a Digital Entrepreneur Mindset through Online Business Workshops for MSME Actors". This activity aims to impart basic understanding and skills about digital entrepreneurs to MSME actors so that they can develop their businesses through digital technology.

The implementation of the activity was carried out on October 8, 2023 which took place from 10.00 to 15.00. A total of 55 participants attended, consisting of 36 MSME actors, 8 lecturers from the Digital Business Study Program of Megarezky University who acted as facilitators and also 11 Digital Business Students of Megarezky University. This activity is carried out systematically and structured through a participatory approach, with the following stages:

1) Initiation (Provision of Materials)

At this stage, basic material about online business is delivered in the form of lectures and interactive discussions. The material presented included the basic concept of digital entrepreneurship, introduction to digital business platforms (such as marketplaces and social media) and online marketing strategies.

2) Practical Exercises

Participants are asked to practice the material that has been given by using a smartphone or available device.

3) Presentation and Discussion of Results

After the practice is complete, participants are asked to present the results of their work. The discussion was carried out to provide feedback and suggestions from the facilitator and fellow participants.

4) Reinforcement and Closing

At the end of the activity, participants received a training module as a guide for implementation in the upcoming AMSA. The activity ended with the distribution of door prizes and gifts as a form of appreciation to the participants who attended and were active during the workshop.

III. RESULTS AND DISCUSSION

Based on the implementation of Community Service (PKM) with the theme "Building a Digital Entrepreneur Mindset through Online Business Workshops for MSME Actors," which was held on October 8, 2023, some of the results obtained are as follows:

1. **Participants' Understanding of Digital Entrepreneurship**

After providing material on the basic concepts of digital entrepreneurship, introduction to digital business platforms, and online marketing strategies, participants showed a significant increase in understanding. This can be seen from the enthusiasm of the participants in participating in the question and answer session and their ability to identify digital business opportunities that are in accordance with the type of MSME they manage.

2. **Participants' Practice Skills**

In the practical training session, participants were able to operate digital devices well, such as using smartphones to explore marketplaces and social media. They can also create simple marketing strategies for their business, such as managing social media accounts and introducing products through digital platforms. However, some participants who were not

familiar with the technology faced a slight difficulty, but they managed to take part in the exercise after direct guidance from the facilitator.

3. **Participant Participation and Engagement Rate**

The involvement of participants during the workshop was very active. Group discussions, presentations of work results, and question and answer sessions showed that participants not only received the material but also participated in the learning process participatory. The discussion also provided an opportunity for participants to share their experiences and business strategies, which was an added value in the session.

4. **Evaluation of Practice Results**

During the presentation and discussion of the results of the practice, participants showed creativity in designing and presenting their work, although some participants still need a deeper understanding of digital optimization to reach a wider market. Evaluation of feedback from facilitators and other participants is important to identify obstacles encountered during the exercise and provide more appropriate solutions.

5. **Provision of Training Modules**

The provision of training modules at the end of the workshop provides participants with useful resources for further implementation. This module serves as a practical guide to assist participants in developing their digital businesses more effectively. Participants stated that this module was very helpful and made it easier for them to implement the material they learned.

6. **Appreciation and Motivation of Participants**

The distribution of door prizes and gifts as a form of appreciation to active participants has a positive impact on their motivation. Participants felt appreciated for their contributions and participation, which encouraged the enthusiasm to apply the knowledge gained.

IV. **CONCLUSION**

Based on the implementation of the workshop "Building a Digital Entrepreneur Mindset through Online Business Workshops for MSME Actors," it can be concluded as follows:

1) Improving Understanding of Digital Entrepreneurship

This workshop succeeded in increasing the understanding of MSME actors about the basic concepts of digital entrepreneurship, digital business platforms, and online marketing strategies. Most participants began to have a more open view of the potential of digital businesses and the opportunities they could take advantage of.

2) Application of Digital Skills

With the hands-on training sessions, participants were able to apply the basic skills gained to market their products through digital platforms. However, there are some participants who need more time and guidance in mastering this technology to the fullest.

3) Effective Participatory Approach

A participatory approach through interactive discussions, practical exercises, and presentations of work results has proven to be effective in building participant engagement. Participants not only learn in theory, but also through hands-on practice that allows them to better understand and implement the material.

4) Module Support and Appreciation Sharing

The provision of training modules and the provision of appreciation in the form of door prizes and gifts helped strengthen the motivation of participants to continue their business development. This also increases their enthusiasm in participating in future service activities. Thus, this workshop succeeded in achieving its goal of building a digital entrepreneurship mindset among MSME actors, as well as providing them with the skills and knowledge needed to develop their businesses in the digital era.

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