Developing ICT-Based SME for Expanding Business Network: A Community Service in Kendal District, Central Java Indonesia

Suprihadi
Agustinus Fritz Wijaya
Birmanti Setia Utami
Rudy Latuperissa

Faculty of Information Technology Faculty
Satya Wacana Christian University
Salatiga - Indonesia
Outline

- SMEs overview
- Program explanation
- Objective and target of the program
- Method
- Implementation & Participants’ responses
- Conclusion
SMEs in Central Java

Traditional method: marketing, packaging

The number of SMEs experience a slight decrease in 4 years
## SME in Kendal District

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Total trading business units (units)</td>
<td>1.148</td>
<td>1.167</td>
<td>1.202</td>
<td>734</td>
<td>-11.43</td>
</tr>
<tr>
<td>2.</td>
<td>The number of workers (people)</td>
<td>2.248</td>
<td>2.286</td>
<td>2.354</td>
<td>2.734</td>
<td>6.94</td>
</tr>
</tbody>
</table>
SME in Kendal District

Need a breakthrough to compete with the global market

it is the call of the university to help the SMES by empowering local SMEs
KKN-PM: A Community service to empower SMEs in Kendal District

designed to create a learning community that could empower SMEs using ICT

ICT use is focused on multimedia

The scheme is carried out through workshop and supervision
The Aim of Program

- Empowering SMEs using ICT, especially the multimedia for helping them designing product package, labeling, designing online market content and creating their business brand.
- preparing the SMEs to be able to independently manage their online market.
Targets and Outcomes

1. Assistance and Multimedia training for members of the Society of SMEs “Kendal Permai”.
   Target:
   • Digital Documentation for SME’s Products
   • Label and packaging design for each product MSMEs

2. Assistance and Internet training.
   Target:
   • Have e-mail (e-mail) & a Site
   • Have the address of data communication via the internet channel.
   • Has social media, as a means of social skills and the promotion of the product.
3. Assistance and management training for the managers of the Web Online Market Online Market SMEs Kendal.

Target:

- Online Market Management SMEs Kendal.
- SOP (Standard Operating Procedure) and Application Online Market SMEs

Who are involved in this program?

- 4 lecturers
- 45 students
- Local government
- 30 SMEs
Activities

- done in a whole semester
- Students immerse in the society during the program
- Students live within the SMEs area to provide support and assistance
What we do

Provide multimedia training and workshop

Provide internet training

Provide online market management training

A whole semester support for SMEs while they are implementing their skill obtained from the program
Methods of Implementation

Step 1
• Preparation and debriefing Students

Step 2
• Implementation of the Program

Step 3 (Exibition)
Step 1

Briefing the students about the condition of the target situation

Socializing the program to the society in the SMEs area

Providing training for the students involved so that they can transfer the needed skills and knowledge for the SMEs
Step 2

SMEs mentoring and training

Students stay with home stay family at SMEs area for the whole semester
Mentoring

- Package & label design
- Online market SOP
- Online market application design
- Hosting & domain
- Product upload
- Online market management & maintenance
- Social media use
Step 3

Product exhibition

Official announcement and launching of SMEs online market
## Response toward the program

<table>
<thead>
<tr>
<th>Students</th>
<th>SMEs</th>
<th>Local government</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Apply their skills in practice</td>
<td>• Benefited a lot</td>
<td>• Support the government in empowering SMEs</td>
</tr>
<tr>
<td>• Learning by doing</td>
<td>• A step forward to be more creative</td>
<td>• A real and useful community service</td>
</tr>
<tr>
<td>• Learning value from the society</td>
<td>• Prepared for the online culture</td>
<td></td>
</tr>
</tbody>
</table>

- Local government
  - Support the government in empowering SMEs
  - A real and useful community service
Suggestion

Sustainable program in the future

Mentoring will be carried out hand in hand with the local government
Conclusion

- Managing information for SMEs
- Using social media for their promotion
- Using market place for online transaction
kendal-marketplace.com
Thank You