

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



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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

No.		2008	2009	2010	2011	Growth (%)
1.	Total trading business units (units)	1.148	1.167	1.202	734	-11,43
2.	The number of workers (people)	2.248	2.286	2.354	2.734	6,94



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.



Targets and Outcomes

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

4. Patent of the Domain Web for Online Market SMEs Kendal. Society has a domain, web servers and application of e-commerce Online Market SMEs Kendal.



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 (Exhibition)



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 aarea 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

Students

- Apply their skills in practice
- Learning by doing
- Learning value from the society

SMEs

- Benefited a lot
- A step forward to be more creative
- Prepared for the online culture

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

PAGUYUBAN **umkm** KENDAL PERMATA

0 Items - Rp 0 | Hitung Kami

Cari Produk

Beranda Produk Kategori Berita Kerjasama Dagang Daftar Akun

Kendal Market Place

Pengurus Paguyuban UMKM Kendal Permal beres Tim 1005 PPM melakukan angket cara ke UMKM guna melihat tingkat bawasanya.

Selamat Datang Di Pasar Online UMKM: Kendal-Marketplace.Com

Dilini Anda dapat membeli berbagai macam produk hasil UMKM Kabupaten Kendal, Jawa Tengah - Indonesia

DENGAN RAHMAT TUHAN YANG MAHA ESA
KENDAL-MARKETPLACE.COM
Disetujui oleh
KEPALA DINAS PERINDUSTRIAN DAN PERDAGANGAN
KABUPATEN KENDAL
Dr. H. SUSKON BANGSULIADJANI
Kabupaten Kendal, 15 September 2014

Produk Terbaru
Kumpulan Produk Terbaru

SMOCK RING
Rp. 525.000
DETAIL

TAS AIRBRUSH
Rp. 100.000
DETAIL

KACANG BANDUNG
Rp. 55.000
DETAIL

DODOL JAMBU
(KELASAN MISKA)
Rp. 7.500
DETAIL

PAGUYUBAN **umkm** KENDAL PERMATA

0 Items - Rp 0 | Hitung Kami

Cari Produk

Beranda Produk Kategori Berita Kerjasama Dagang Daftar Akun

Produk - Semua Produk

Kategori

- Semua Produk
- Makanan Olahan
- Handicraft
- Industri
- Komoditi
- Seni dan Budaya

Semua Produk

SMOCK RING
Rp. 525.000
DETAIL

TAS AIRBRUSH
Rp. 100.000
DETAIL

KACANG BANDUNG
Rp. 55.000
DETAIL

DODOL JAMBU
(KELASAN MISKA)
Rp. 7.500
DETAIL

KRIPIH TEMPE
Rp. 8.000
DETAIL

BATIK CAP MOTIF
ANGREK BULAN
Rp. 200.000
DETAIL

BATIK CAP MOTIF
SERAR JAGAT GULA
AREN
Rp. 200.000
DETAIL

BATIK TULIS DAUN
KOPI INDRIGO
Rp. 450.000
DETAIL

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Kategori Produk

- Semua Produk
- Makanan Olahan
- Handicraft
- Industri
- Komoditi
- Seni dan Budaya

Halaman

- Cara Beranja
- Cara Pembayaran
- Cara Kombinasi
- Aturan retur
- Komoditi
- Keijakan Privasi

Link Terkait

- Ikster
- UKSW
- Fakultas Teknologi-UKSW

Didukung Oleh

DPKM (Direktorat Penelitian dan Pengabdian kepada Masyarakat)
Direktorat Jenderal Pendidikan Tinggi Republik Indonesia
Program KMS-PPM Tahun 2014

PAGUYUBAN **umkm** KENDAL PERMATA

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Thank You

