

BUMdesa Online Marketing Application Concept Design for Coconut Oil Business Development; based on Soft Skills Aspects

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ABSTRACT

Soft skills have a strong influence on the mental attitude of business actors with a joint in North Celebes SMEs. When someone works for an organization, they need to have soft skills, which include basic job-related skills. SMEs have limitations in their ability to do business and mastery of technology and resources. It has limited human resources (HR) and a group that is managed for the sale of coconut oil products, but it is still very simple, so it does not provide maximum profit. This study aims to design promotional media so that these products can be sold in a broader market. The qualitative descriptive method is used to gather information about promotional activities. Based on the data from 22 questions, there are 15 soft skills and 4 specific items. The total score for the category of "Strongly Agree" interval to "Strongly Disagree." The results of the analysis of the respondent's answer scores show a good value of 86.39%. The results of the analysis show that soft skills have a significant influence on SMEs' abilities.

Keywords

Soft skill, technology, marketing, SMEs

1. INTRODUCTION

North Sulawesi is an area with extensive coconut farming land, so there is great potential to produce raw materials for the manufacture of derivative products from coconut. Coconut oil is a home product from the business unit group. SMEs in North Celebes are considered to have a major impact on the local economy. According to Sahadeva (2021), small businesses can improve community services, empower the village as an autonomous region for business productivity, and increase the village's independence and capacity for economic strengthening. The opportunity to benefit from this coconut product business is very large because the raw materials are easy to obtain. The current condition of oil prices in the market is very high, so people have to queue to buy oil even at high prices. The government is trying hard to do the right analysis in meeting the demand for coconut and cooking oil through distribution in various local and modern markets. should be a businessman.

Local or home-grown coconut oil can be produced in large quantities given the current conditions. The opportunities for these business actors in terms of soft skills and abilities that robots cannot do, such as collaboration, decision-making, negotiation, business, problem-solving, creativity (seeing something big to develop), and creativity (creating new things that are different from existing ones), in facing the 4.0 revolution era

Weak human resources prevent these opportunities from being utilized. Low soft skills are a limiting factor in

developing a business, even without capital. Therefore, it is necessary to train soft skills and apply business models to microenterprises to improve their businesses. What is the right business model to train and teach to empower these businesses to take advantage of these business opportunities? The research team conducts structured and integrated training and education through focus group discussions, education, and training with proper and mature planning for village economic strengthening. SMEs are partners in this research. The product produced is coconut oil with simple packaging and no brand. Most of the people in North Sulawesi depend on homemade coconut oil for their economy. The government encourages people to start using superior local products. Soft skills for micro-entrepreneurs, known as "people skills," will be developed to support the competitiveness of superior human resources amid the problem of rising oil prices in the market. Micro-entrepreneurs are given training on how to develop a business, solve problems, be creative, make changes, create a brand for homemade coconut oil products, and build collaborations so as to gain a wider market segment and greater online visibility.

1.1. Soft Skill

Soft Skill According to Elfindri et al. (2011), "soft skill" is a form of skill lived in society, either alone, in groups, or with the Creator. Here, the skills in question include communication, managing emotions, language, group dynamics, morals, and ethics. It also includes politeness and spiritual skills. Village-owned enterprises have existed in the existing development for generations. The ethnic group in North Celebes has a culture, and local wisdom has been implemented by traditional leaders and the village government. Motivation becomes the basis on which every traditional figure wants every society to progress together, grow together, and prosper together, according to the principle of Sam Ratulangi's quote.

1.2. Small Business (SMES) vs Village-Owned Enterprises (BUMdesa)

The small business community in North Celebes (SMEs) has principles to progress, grow, and prosper together. need collaboration, and efforts to have a clear market or group of people targeted as unlimited buyers. It will be easier to obtain if they focus on one area, as well as customer relationships, in order to gain advantages and competitiveness. Talking about Village-Owned Enterprises, of course, people are familiar with these companies, and both are SMEs. That business was formed and developed by the village and, of course, provides many benefits for the village community. The purpose of these SMEs was growing up for no other reason than to sustain the economic improvement of the villagers. The community has an important role to play in developing and

advancing age-management businesses run by village-owned enterprises. It's undeniable that there have been a lot of people entering the realm of success. But many village-owned enterprises have been established but have not developed well. Several have even disbanded and are no longer in operation. Many factors cause things like this to happen, such as management that is not organized and messy, both in terms of capital ownership and organizational structure, and the business being undertaken. We can't avoid it when one of the success factors for village-owned enterprises is a large amount of capital owned by the village. But having a lot of capital without good management causes businesses to not be able to develop. Therefore, it is necessary to have good management of the implementation of village-owned enterprises in order to develop and achieve the expected goals.

According to digitalskillsglobal.com, the digital skill gap, which has an impact on a number of businesses and economies, is primarily caused by two things. The first factor is the success of digital training among existing workers. The second is the increased difficulty in implementing digital transformation in a developing firm or organization.

2. RESEARCH METHOD

This research uses the quantitative method with a descriptive approach. Methodological research uses an instrument; data collection is carried out with a questionnaire. Common procedures for this method include the following:

A literature review includes examining data gathered from books on scientific writing, print media, and promotional media design.

Interviews with 46 members of SMEs in the North Celebes Regency were conducted to determine promotional needs and related agencies to support product promotion activities.

Observations based on social media promotions used by SMEs and various promotions of coconut oil products on social media.

To gain an understanding of the soft skills of SMEs actors, descriptive analysis is used based on respondents' responses to the questionnaire statements, with the questionnaire items described in the form of a table:

Based on selected questions related to the distribution data of 46 respondents, which were then recapitulated to measure the indicator of soft skills, 46 respondents were obtained using the calculation data on the Likert scale. 1–2–3–4–5: Strongly Disagree Based on the item, the respondent will choose a number from 1 to 5 using the criteria below:

Tabel 1: Likert scale

Statement	SA	A	N	DA	SDA
Negative	1	2	3	4	5
Positive	5	4	3	2	1

3. RESULT AND DISCUSSION

SME's actors were asked to fill out a questionnaire that had been prepared. The questions compiled are questions that aim to get an assessment of the soft-skill aspects of SME's actors. The results of the perception data of SMEs actors are:

Table 2: Indicator of Softskill

Statement	SA	A	N	DA
Business Ethics			46	
Work Culture	86			
Creativity/Innovation		54		
Integrity				65

Based on data from 22 questions, there are 4 soft skills items. The total score is included in the category of "Strongly Agree" interval to "Strongly Disagree". The results of the analysis of the respondent's answer scores of Work Culture show a Strongly Agree is 86.39%

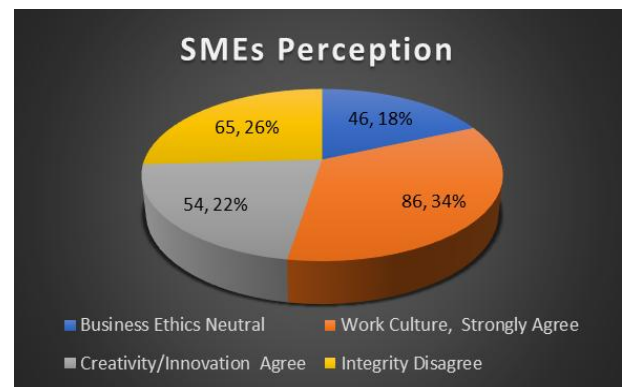


Figure 1: SMEs Perception

Figure 1: Developing soft skills, also known as non-technical abilities, entails gaining knowledge of business ethics, enhancing workplace morale, fostering creativity, and fostering integrity.

One of the nations with the largest populations worldwide is Indonesia. Enhancing the skills and outcomes of their own community should be geared toward being able to meet the demands of the neighborhood. The largest contributor to Indonesia's income progress is the agricultural sector (Isbah and Iyan, 2016). The agriculture industry has grown to be one of the most crucial elements in guaranteeing economic stability, even during the disease COVID-19 epidemic.

Despite the fact that people in North Celebes are already proficient platform users (hard skills), there is still a problem with the usage of digital platforms for local production marketing.

People in North Celebes are already familiar with the use of platforms (hard skills), but there is still a challenge of lack of use of digital platforms for local production or SME products. (Maya M, et all 2022). A farmer needs technical skills to do business, as someone who has knowledge of markets, machinery, and mechanics. These are important core skills and the knowledge needed is soft skills. Soft skills are also known as personal skills, non-technical skills, and interpersonal skills. Soft skills are often combined with hard skills, very complementary, and very easy to use.

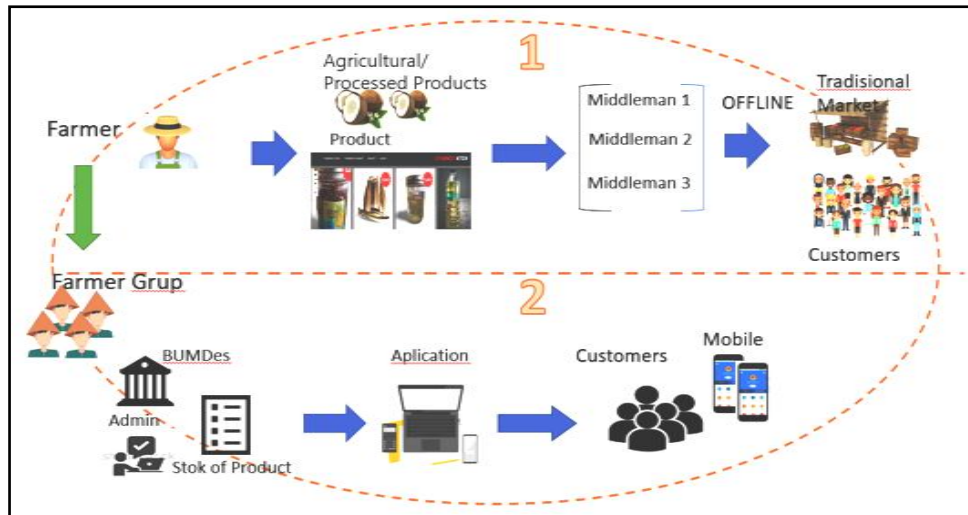


Figure 2: Model Business Village-Owned Enterprises (BUMdesa)

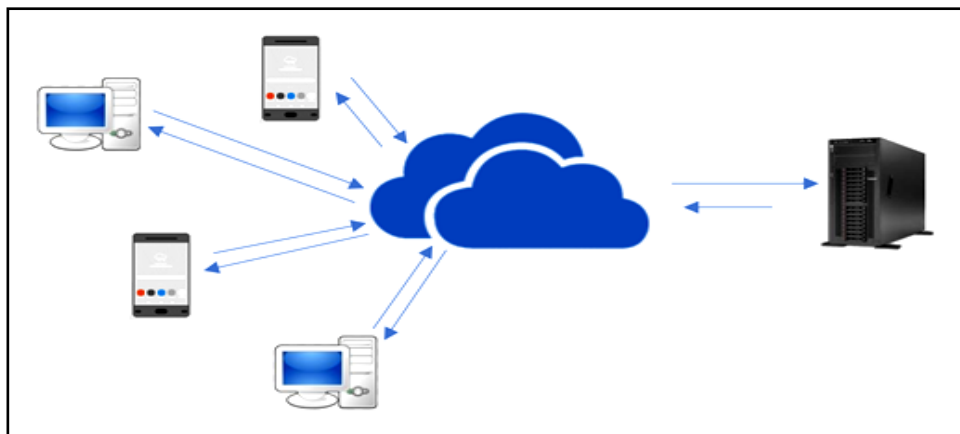


Figure 3: Web-based Sales System of Village-Owned Enterprises (BUMDesa)

Figure 2: When discussing the system of supply for farm commodities, middlemen or intermediates who offer items are inextricably linked to farmers. Both have developed into systems that are complete, cultural, and firmly tie-up, and it is obvious that it is difficult to alter or eliminate the functions. Farmers can obtain funding through a middleman.

Figure 3 shows how, in the current digital era, web-based sales methods are starting to become popular. By using this sales system, you can perform online transactions with even more efficacy and efficiency. Utilizing the system efficiently will result in the saving of numerous resources and an increase in an organization's production. Online sales solutions enable you to effectively reach a wider range of clients using

4. CONCLUSION

Village-owned enterprises or SMEs must utilize web-based marketing applications, without relying on intermediary traders or middlemen. Business actors in North Sulawesi need to cultivate their own businesses by applying soft skills aspects such as Business Ethics, Work Culture, Creativity, and Integrity to be able to have a balance in hard skills such as computer technology using social media platforms that can support aspects of decision making and cooperation for the sustainability of the business being run. The results of the analysis of the soft skills aspect of the respondent's score showed a good value of 86.39%. The results of the analysis

show that Work Culture has a more significant effect on business capabilities than the other items.

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