



Maximizing the Digital Marketing System Through Micro Business Assistance at the Babakan Ciwaringin Cirebon Islamic Boarding School Cooperative

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Article Info	Abstract
Article History Received: 2025-08-05 Revised: 2025-09-12 Published: 2025-10-14 Keywords: <i>Digitalisation; Branding and Networking Collaboration; Service.</i>	This activity aims to improve participants' skills in digital marketing, which is one of the most effective marketing activities, capable of increasing income by up to 70%. The Babakan Ciwaringin Cirebon Islamic Boarding School Cooperative, as a partner in this project, is a micro-enterprise that has been managed traditionally and has been affected by the COVID-19 pandemic. Even though there is a strong desire from management to develop this cooperative so that it can help the MSMEs that collaborate with it, there are a number of challenges that need to be overcome. The Islamic boarding school cooperative wishes to expand its business by developing a refill drinking water business, which previously only met the needs of 7 family cottages. Now wants to develop this business so that it can be marketed for the needs of all cottages in Ciwaringin village and the surrounding community. It is hoped that in the future this business can develop and be able to become a business pioneer to meet the needs of 7 family cottages. The presence of the FEB UPN Veteran Jakarta Abdimas Team is expected to help realize the business This is done in stages through a created website and branding process.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2025-08-05 Direvisi: 2025-09-12 Dipublikasi: 2025-10-14 Kata kunci: <i>Digitalisasi; Kolaborasi Branding dan Jaringan; Layanan.</i>	Kegiatan ini bertujuan untuk meningkatkan keterampilan peserta dalam pemasaran digital, yang merupakan salah satu kegiatan pemasaran yang paling efektif, mampu meningkatkan pendapatan hingga 70%. Koperasi Pondok Pesantren Babakan Ciwaringin Cirebon, sebagai mitra dalam proyek ini, merupakan usaha mikro yang selama ini dikelola secara tradisional dan terdampak pandemi COVID-19. Meskipun ada keinginan yang kuat dari manajemen untuk mengembangkan koperasi ini sehingga dapat membantu UMKM yang bekerja sama dengannya, ada sejumlah tantangan yang perlu diatasi. Koperasi pondok pesantren ingin mengembangkan usahanya dengan mengembangkan usaha air minum isi ulang, yang sebelumnya hanya memenuhi kebutuhan 7 pondok keluarga. Sekarang ingin mengembangkan usaha ini agar dapat dipasarkan untuk kebutuhan semua pondok di desa Ciwaringin dan masyarakat sekitarnya. Diharapkan untuk kedepannya usaha ini dapat berkembang dan mampu menjadi pelopor usaha untuk memenuhi kebutuhan 7 pondok keluarga. Kehadiran Tim Abdimas FEB UPN Veteran Jakarta diharapkan dapat membantu mewujudkan usaha tersebut. Hal ini dilakukan secara bertahap melalui pembuatan website dan proses branding.

I. INTRODUCTION

Introduction MSMEs in Cirebon Regency have become the focus of development by the Department of Cooperatives and SMEs. Although capital is no longer a big problem, the main challenges faced are packaging and digital marketing The Mualimin Cooperative, which was founded at the Babakan Ciwaringin Islamic Boarding School, is one of the focuses of this effort. This cooperative, which was initially started by Islamic boarding school alumni, operates with various obstacles, especially in terms of marketing which is not yet optimal and is affected by the COVID-19 pandemic.

1. Situation Analysis

The cooperative founded by K.H Zamsani is still managed by the family and does not have structured management. Apart from that, the skills of human resources running cooperatives are still limited, especially in terms of digital marketing. This cooperative has great potential to develop, especially with the support of 17 MSMEs who are supplier partners.

2. Problems Faced by Partners

Based on the analysis, there are several main problems faced by partners, namely a lack of understanding and skills related to digital marketing, conventional marketing which is still dominant, and the absence of a

mature digital marketing plan. Partner Problems Based on the situation analysis above, it can be seen that Partners have various problems in different areas, starting from HR, marketing and management aspects. Based on the results of discussions with partners and the expertise of the community service team, the following priority issues were raised:

- a) HR who do not yet have understanding and skills related to marketing activities, especially those related to digital marketing activities
- b) Partner Marketing is still conventional without supporting digital marketing activities such as official and active business social media.
- c) Partner Marketing does not yet have a digital marketing plan and does not have a content design for social media.
- d) There is no Partner website yet.

3. Program Objectives

This program aims to help resolve these problems through various training and mentoring activities that will improve partners' skills in digital marketing. Specific objectives include helping increase partners' understanding of digital marketing, improving digital marketing implementation skills, and helping increase partners' business turnover.

4. Program Implementation

Method A participatory approach is used in this program, placing partners as the main subject and the service team as facilitators. The solutions offered include training and assistance for cooperative HR regarding digital marketing, creating business social media accounts, and content planning for digital marketing. Implementation stages include situation analysis, discussion of solutions, preparation of schedules, and implementation of training and mentoring activities. Implementation of Activities.

Carry out situation analysis to determine priority problems with partners. Collaboration Business Type Cooperative Partners

1. Refill Water

To meet the drinking water needs of students in 7 huts:



2. The stall provides the students' daily needs



3. Bookstore specializing in religious books



4. The coffee shop opens at night after sunset



5. All the needs of students in large numbers are directly served by the cooperative



Determining solutions to priority problems, where the service team provides proposed solutions to problems and then discussing with Partners to ensure that the solution is right for Partners and can be implemented. Discussing with 4 cottage owners.



Prepare a schedule of training and mentoring activities together with partners to ensure partners' availability of time to participate in activities.



The team prepares pre-evaluation and post-evaluation instruments and discusses with partners to ensure the format, discussion and instruments are appropriate. committee from partners at each implementation of training and mentoring will be carried out. entrepreneurship is the process of creating entrepreneurial value using various socio-

technical drivers to support the acquisition, processing, distribution, and consumption.



Student team supporting Abdimas activities



Carry out training and mentoring activities with full participation from Partners, including to ensure: Presence, Room/place facilities, Facilities and infrastructure to complement other activities. Administration of activities such as attendance forms, availability of pre-test and post-test questionnaires, etc.



Provide direction and explanation to Santri who are tasked with inputting cooperative inventory data



The students in charge take turns monitoring business income managed by the Islamic boarding school

Carry out evaluations of community service activities and discuss results with partners, and carry out re- or additional training and/or mentoring if achievement targets have not been met.



The process of creating an account for those in charge of the business.



II. METODE PENELITIAN

The Babakan Ciwaringin Cirebon Islamic Boarding School Cooperative, as a partner in this project, is a micro-enterprise that has been managed traditionally and has been affected by the COVID-19 pandemic. Even though there is a strong desire from management to develop this cooperative so that it can help the MSMEs that collaborate with it, there are a number of

challenges that need to be overcome. The Islamic boarding school cooperative wishes to expand its business by developing a refill drinking water business, which previously only met the needs of 7 family cottages.

III. RESULT AND DISCUSSION

This community service activity is carried out in accordance with the steps that have been determined. In the initial stage, communication was carried out with the person in charge of the Mualimin Mualimat boarding school cooperative. From sources, the information we got was that the majority of product sales were manual to meet the needs of students at 7 family Islamic boarding schools. Therefore, there is a need to increase WhatsApp media to WhatsApp business as an online sales platform. Steps that need to be taken into account when creating a WhatsApp business are:

Before starting to set up a business profile, make sure you know how to start using WhatsApp Business first. The following are several things you need to prepare before creating WhatsApp Business a. New contact or special contact that will be used for WhatsApp Business. If you want to keep using your old contacts, this means your contacts will migrate to WhatsApp Business (not personal WA anymore) Download the WhatsApp Business application on Playstore, then tap Install c. Once installed, open the WA business application. Tap the 'Agree & Continue' or 'Agree and Continue' option.



Picture: View n download WhatsApp Business

In the next step, you need to enter the cellphone number which will be your WhatsApp Business contact After entering your cellphone number, WhatsApp will send an SMS verification code to your cellphone Enter the verification code, then click Next.



Picture Display the verification code on the WhatsApp business page

The second material is creating a website as a branding and digital marketing platform. The creation of this website begins with an introduction to free websites and continues with an explanation of the steps for optimizing web design.



The practice of unpaid web creation is carried out by the community service team. However, we continue to monitor by coordinating via the WhatsApp group. Benefits of creating this website for partners. Websites for Islamic boarding school cooperatives can also be useful as a promotional tool that binds other Islamic boarding schools more closely. Partners may only use a free website at a minimum, but their reputation and trust will be better using a professional website. The following is an example of creating a website. It is hoped that this service will not only produce products but also create websites until completion and will be accompanied periodically.

The solution we offer is to update all applications on the smartphone. Apart from that, the biggest problem is if the partner's smart phone does not support the WhatsApp Business application.

Link Youtube kegiatan Abdimas:

<https://youtu.be/-Oqzi-DQTUC?si=adrVgNzc6zacp0WI>
Website Air Minum Isiu Ulang
https://bit.ly/airmineral_babakan
Publikasi Jurnal: Accepted
Media on line: Media Dosen

IV. CONCLUSION AND SUGGESTION

A. Conclusion

Based on the description and discussion above, it can be concluded that this activity program is part of community service carried out by lecturers and faculty of economics and business at UPN Veteran Jakarta. Through the MSME mentoring program in collaboration with Islamic boarding school cooperatives, it is hoped that they can make a real contribution to branding and product sales. In order to create economic prosperity for small communities. This is expected to provide social, economic, social harmony and environmental benefits.

B. Suggestion

This community service activity can be carried out routinely and periodically, either in the same location or in different locations with different problems and community needs.

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