DIGITAL MARKETING TRAINING TO FORM THE ENTREPRENEUR SPIRIT OF IPNU-IPPNU MEMBERS IN BONDANSARI VILLAGE, WIRADESA DISTRICT

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Abstract: Bondansari Village has potential in agriculture. However, this potential has not been optimized because it is only managed by residents of Bondansari Village who are old enough many of them only sell natural products from their gardens offline, so it is still necessary to empower Human Resources (HR), especially young people, to shape their souls. Their entrepreneurs are expected to be able to optimize the potential that exists in Bondansari Village. This service aims to form the entrepreneurial spirit of IPNU-IPPNU members in Bondansari Village to increase the income of Nahdlatul Ulama students in developing the IPNU IPPNU organization and in helping the family economy. This service is carried out in three stages: planning, implementation, and evaluation. 20 IPNU-IPPNU members from Bondansari Village attended this activity. The results of this dedication show that digital marketing can motivate IPNU-IPPNU members of Bondansari Village to become entrepreneurs.

Pendahuluan

Entrepreneur (Entrepreneur) is an individual who identifies a need in the market and works to fulfill it. This term has, historically, been applied to individuals who started a business, seeing the ability to satisfy a need identified as an economic opportunity.1 In the business world itself, marketing strategy is a very important factor in promoting a product to reach more consumers. A suitable marketing strategy in the development of the digital world is online product marketing.2 The use of the internet is an alternative for doing online-based marketing, such as marketplaces.3 Marketplace is a platform that facilitates online business transactions such as buying and selling goods, services or information online between sellers and buyers and sellers, and others.4 Using a marketplace as an online marketing tool has several advantages for sellers, including time flexibility, no operational costs, no need for promotion because the marketplace platform has its own promotion strategy, no rental fees required, users only need to register their online store to sell, improve services and promos, and so on.6

Bondansari is a village in Wiradesa District, Pekalongan Regency, Central Java. Bondansari Village is located on the edge of the Pantura (North Coast) causeway but still feels its

5 Wahyu Akbar et al., “ASISTANCE AND UTILIZATION OF THE MARKETPLACE IN THE FACEBOOK APPLICATION AS A MEAN OF BUYING BY TRADERS IN PALANGKA RAYA CITY,” Jurnal Pemanfaatan Dan Pemberdayaan Masyarakat 1, no. 3 (2022): h. 3.
rural atmosphere. Supported by a wide expanse of rice fields and gardens, this Bondansari Village has the potential in the agricultural sector. However, this potential has not been optimized because it is only managed by residents of Bondansari Village who are old enough so that many of them only sell natural products from their gardens offline, so it is still necessary to empower Human Resources (HR), especially young people to shape their souls. their entrepreneurs who are expected to be able to optimize the potential that exists in Bondansari Village.

IPNU-IPPNU as student, cadre, community, national and religious organizations with the Islamic orientation Ahlusunnah Waljamaah, evidently experienced changes in their development caused by the demands of the situation and conditions. Therefore it is the duty of every IPNU - IPPNU cadre to continue to study these changes, study them and then try to anticipate them. It was the demands of the situation and conditions that pioneered this Community Service because it was hoped that with the Formation of an Entrepreneurial Spirit for IPNU-IPPNU members of Bondansari Village it would be able to increase the income of Nahdlatul Ulama students in developing the IPNU IPPNU organization and in helping the family economy.

Method

The method used in this service is socialization and training. The stages carried out in this service include:

1. Planning

The team plans in advance about the theme that will be carried out. Determination of the material is also carried out at this stage. division of tasks for students where there are those who serve as guides, and there are those who serve as companions for IPNU IPPNU members in carrying out the practice of making and using marketplaces, where is the place until the time of training.

2. Implementation

The stages used in socialization activities, which begin with lectures (giving material), question and answer, and discussion. For the first stage, a team of IAIN Pekalongan students provided material regarding the marketplace starting from an introduction to the positive and negative impacts of using the marketplace, question and answer sessions and open discussions between students and groups of traders present in the activity. At the training stage, there was a division of tasks for students where there were those who served as guides, and there were those who served as companions for IPNU IPPNU members in carrying out the practice of making and using marketplaces. The activity will

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be held on Wednesday, 1 June 2022 at Wiradesa with the target being IPNU-IPPNU Bondansari, Wiradesa District.

3. Evaluation

In this activity the team evaluates performance during socialization and training-based community service. Evaluation is carried out by reviewing training, workshops and materials at the end of the activity.

Results and Discussion

Planning

The planning of this service activity begins with designing the name of the activity, place of time and division of tasks. The name of this activity is Socialization and Digital Marketing Training to Form the Entrepreneurial Spirit of IPNU-IPPNU Bondansari Members, Wiradesa District. The place for carrying out the activity is in the Bonsai Gazebo of Bondansari Village, Wiradesa District (House of the Head of Bondan Sari Village). Activity time is on Wednesday, June 1, 2022. The division of tasks consists of Adib Muhammad as Documentary, Zaenal Adhla as Activity Equipment Provider, Firman Happy as Material Maker, Nur Hidayah as Digital Marketing Socialization Filler, R. Nia Marotina as Training Filler and Digital Marketing Assistant and the participants were IPNU-IPPNU Members of Bondansari Village.

Implementation

Digital Marketing Socialization and Training to Form an Entrepreneurial Spirit for IPNU-IPPNU Members of Bondansari, Wiradesa District, was held on Wednesday, 1 June 2022 at the Bonsai Gazebo (House of the Head of Bondansari village). The activity started with

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reading a prayer first then continued with the introduction of each team and continued with the socialization filled by Nur Hidayah which contained digital marketing, starting from the definition, advantages or advantages to disadvantages. The socialization went smoothly coupled with the activeness of the Bondansari Village IPNU-IPPNU members who were eager to know about digital marketing.

Figure 3. Socialization Implementation

After the socialization was complete, it was followed by digital marketing training where we used the Shopee marketplace platform filled by R. Nia Marotina. The training begins with opening a Shopee account first. IPNU-IPPNU members of Bondansari Village received instructions on how to open a Shopee account, including (1) download the Shopee application on the Playstore or Appstore, (2) then open it, then click Register using the gmail address on your cellphone or using a telephone number, (3) Complete the Shopee account profile. When everyone already has their own Shopee account, the next step is to open a Shopee store. The instructions on how to open the shop are (1) click Me, (2) Click Start Selling, (3) then fill in the Store Name, Address, Email and Telephone number then click next (4) select Delivery Service (5) Then add the product you want. will be sold, (6) Fill in all the information then Save.

Figure 4. Store Opening Training on Marketplace

Evaluation
Of the 20 IPNU-IPPNU Bondansari Village members who attended, 98% were able to open their own shop on the marketplace (Shopee). 2% of them have not been able to open a shop due to interference in the signal, which slows down shop building.

![Figure 5. Marketplace Store Opening Results](image)

Opening a store on the marketplace (Shopee) is important, especially for young people who want to enter the business world. Because with this online shop, entrepreneurs can reach further to consumers, there is no need to rent a store offline which means reducing rental costs, and it can be done anywhere. The conveniences provided by this marketplace motivate young people, especially members of the IPNU-PPNU of Bondansari Village, to be motivated to become entrepreneurs so that they can help optimize the potential of the village in particular or even the family economy.

**Implementation Barriers**

In every activity there are bound to be obstacles and constraints from each session, both technical and non-technical. However, this service activity took place well and optimally. The obstacles in this service are first, in the provision of an internet network which is quite time consuming. The second is a field technical problem in the form of a smartphone that has
compatibility for installing applications.

**Conclusion**

Based on this service activity, it can be concluded that digital marketing socialization and training is carried out to form the entrepreneurial spirit of IPNU-IPPNU members in Bondansari Village, Wiradesa District. This service is carried out in three stages, namely, planning, implementation, and evaluation. This activity was attended by 20 IPNU-IPPNU members from Bondansari Village. The results of this dedication show that digital marketing can motivate IPNU-IPPNU members of Bondansari Village to become entrepreneurs, one of which is through the Shopee marketplace.

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**Daftar Referensi**


