

# Training in Logistics Management and Social Media Marketing for Small, Micro and Medium Enterprises in Bekasi Regency

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## ABSTRACT

**Background:** The community service held in Cikarang district was to develop local small and medium enterprises (SMEs) in Cikarang District and to develop ambidextrous skills in social media literacy and logistic management. The recent disruption called the COVID-19 pandemic swallowed all business in Indonesia. Many small businesses have to survive in the post-pandemic era. Conventional transactions are no longer viable in the new 4.0 industry.

**Contribution:** Training is necessary to improve the small and medium enterprises adopting the new industry revolution. Social media and logistics are two types of skills that are crucial for all SMEs if they want to survive with the current system. We provide the integration in understanding the logistics and social media as both production and marketing tools.

**Method:** Based on the short survey, this workshop is very important to help local SMEs. We provide the participant with material, in-house training, and more in the workshop. We also provide a WhatsApp group for free consultation for further questions like permits, logistic analysis, and SME events.

**Results:** Based on the feedback and the participant's responses in the workshop, They hope to have another training to develop their business into a more efficient and agile business for competition.

**Conclusion:** Logistics and social media prowess are the two most important skills SMEs need to improve their business locally before going into a bigger pond.

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## INTRODUCTION

The proliferation of Small and Medium businesses has grown exponentially in the last two years since the COVID-19 pandemic. The pandemic creates an opportunity for SMEs to learn about the digital business ecosystem. The digital business ecosystem has risen from just

knowledge to skills that are required to compete in Indonesia [1]-[3]. In Nigeria, SMEs are coming from an economic slump because of the COVID-19 pandemic. The government provides are-modification of public policy systems that support SME growth to boost economic growth in Nigeria [4]. In Indonesia, the economy is sustained by micro and small business ecosystem development. Since 2018, more than 62.9 million Small and Medium Enterprises (SMEs) have been available in Indonesia [5]. During the pandemic, the Economic sector was hampered by work termination and forced employees to start a business [6]. There were a 43 percent of business terminated, and employment rates dropped by 40 percent [7]. The whole world' facing what is known as the global shutdown [8].

SMEs' has proven to be a cornerstone of many countries' economies. Therefore, Indonesian governments expected SMEs to develop and employ e-business models to stay relevant and agile in business competition. In Indonesia, internet penetration has reached 204 million users or 73 % of the total population, and 191 million were social media users in 2022 [9]. This is a potential market for SMEs to cope with. The entire market population is now well-versed in the online ecosystem and closing the gap between supplier and customer. The role of the logistics partner is becoming more immersive due to an increase in technology adoption in logistics activity [10]. Now, the adoption of autonomous robots in supply chain processes such as logistics has boosted the efficiency of warehousing and handling processes, making them more delicate and punctual [11]. Goods or services are delivered to the customer's doorstep quickly and with less distortion [12], [13].

All new SMEs in Indonesia experience these opportunities. During the pandemic, all laid-off employees started to find opportunities in the social media-based economy. Now that the pandemic is pacing into an epidemic, all businesses must adopt a new business method. Numerous researchers are concerned regarding the responses of entrepreneurs to find the solution from the pandemic to the post-pandemic situation [14]-[16]. This research shows the imminent danger facing new SMEs in the new post-pandemic era. They have to adapt to the unique ecosystem both online and offline. They must know about the social media climate online to create opportunities from it. As for offline, they must learn new logistic management to maintain the supply and demand equilibrium.

The research gap in the context of the proliferation of Small and Medium Enterprises (SMEs) post-COVID-19 pandemic primarily revolves around adapting and integrating digital technologies and business models, particularly in Indonesia. There is a significant gap in understanding how these SMEs have transformed their operations and strategies to thrive in the digital ecosystem that has become more prominent since the pandemic. This includes lacking detailed knowledge about their digital transformation journeys, leveraging social media and other digital platforms for market expansion, and adopting new logistics and supply chain management technologies that have not been extensively studied.

Therefore, this study aims to equip the SMEs in the Cikarang district, Indonesia, with competency in logistics and social media literacy. The research contributes to providing insights into SMEs' digital transformation in response to the COVID-19 pandemic. This includes an in-depth analysis of how SMEs in different regions have adopted digital tools and platforms to stay competitive, how they have managed logistical challenges in the new digital era, and the impact of government policies on their growth and adaptation strategies. The study will also contribute to understanding the role of social media literacy in enabling SMEs to tap into new markets and customer bases and how technological advancements in logistics have improved efficiency and customer service. This research will offer valuable guidance for SMEs globally in navigating the

post-pandemic digital business landscape, underscoring the importance of digital adaptability and resilience in the face of global economic disruptions.

## METHOD

Introducing Logistic 4.0 activities is through a training approach to local micro and small businesses in Cikarang District, Indonesia with several sessions such as presentation, discussion, and evaluation. Workshop flyers shown in [Figure 1](#).



**Figure 1.** Workshop flyers

In Preparation, the activities were carried out by inviting all micro and small business entrepreneurs around the Cikarang district to join our training activities. To support social media literacy, we have JIU (Jakarta International University) collaborating with us. Presentation material collection in this study uses face validity to ensure all sources and material are fully useable for local knowledge.

Second, in implementation activities, the activities are carried out with the process of several sessions. In the first session, we start by mapping our audience to evaluate all data about our audience's logistics and social media awareness. We can 'tune' or transpose the material into macro and small business language with this information. In this training, we give micro and small business owners tools to develop their social media language and logistic skills. The application of social media awareness and logistic skills was trained in the implementation process.

In the last process, we help our participants understand how to map seven logistics management processes and social media marketing creation. Thus, all participants get the same 'picture' of social media marketing as a weapon to increase market exposure. Workshop process shown in [Figure 2](#).



**Figure 2.** Workshop process

The last step is evaluation. Activities carried out at the end of our training process. We evaluate all business owners to fix their social media content so they can post content marketing in proper English rather than empty feeds without meaning. In Logistic skills, we trained our audience to understand the 7R as a key component in logistics. These seven R's are the right place, right time, right customer, right quality, right product, right condition, and the right price.

## RESULTS AND DISCUSSION

### 1. Urgency of Content Creation for Micro and Small Business

This training is a part of the university's community service toward Cikarang micro and small business players. This event forced all micro and small business owners to create social media content based on their competitive advantage from all available platforms like Instagram, YouTube, Twitter, and LinkedIn [17]. For micro and small business owners' marketing strategies are limited to direct marketing. In Cikarang, their way of doing business is way too conventional. This training gave them the tools to increase their market exposure to more extensive market segmentation. Market reach strategy process shown in Figure 3.



**Figure 3.** Market reach strategy

In Figure 3, we provide all participants with tools to reach the market efficiently with social media content. First, in the Business product/service phase, business owners need to know their product. 'knowing yourself' is the first part before you enter the market. A small business owner needs to understand their product's strengths and weaknesses. It is not just selling food but also value of your product. All people can sell food, but selling values can elevate small businesses. Second, target customers. You must know your 'ideal' customer as a small business owner. We can sell food to everyone, but not everyone is our customer. They are choosing the right customer in line with the previous process. By knowing your product, we can identify what kind of customer we should serve [18]. Third, social media platform: after knowing your product and their 'ideal' customer, we can choose the right platform to advertise their product. Every

segmentation had its own merits in using social media [19]. Lastly, Engaging content. In the last part, we help our participants create engaging content. In our market reach strategy, our goals are to align the product value with the right customer using the right platform and finally deliver the right content so it is easier to 'digest' by the customer.

## 2. Balancing Your Logistic for Small Business

The next part in our training is the tools for logistic balancing known as 7R's as presented in Figure 4. There are seven R's in logistic balancing criteria. Missing one of the criteria might result in losing competitive advantage for small business owners. The first R is the right product; like in social media tools, business owners need to understand the specifications of their product. Knowing your size and material is crucial when choosing transportation and warehousing channels. The second, R is the right quality. Business owner must the measurement for checking their product quality. The third R is a right condition, the business owners must know what condition is based on our product specification. The fourth and fifth R's are right place and right time. It means we must deliver our product to the right place at the right time. For example, if you have a short expiration date for your product, then you have to deliver the product right after production. The sixth and seventh R's are the right customer and price, respectively. These last two relate to our ideal customer. Business owners need to decide what their target customer is so they can deal with the best price.



**Figure 4.** Logistic balancing criteria

This workshop aims to address the various challenges that have emerged over the past five years, particularly in light of the global disruption caused by the pandemic. This global issue has significantly impacted The world of business, leading to changes in how companies operate and compete. In the midst of this changing landscape, social media has emerged as a powerful tool for small businesses seeking to thrive in the face of intense competition [20], [21]. Consequently, this workshop's primary objective has been to equip participants with a comprehensive understanding of effectively implementing social media strategies within their businesses. Figure 5 shows all participants who conduct presentations at our event and all products displayed on the desk. Figure 6 refers to an example of participant social media that uses social media platforms as content marketing.

Additionally, the workshop strives to bridge social media and logistics, recognizing their paramount significance in the modern business environment [22]. By doing so, the workshop empowers participants to recognize and harness the importance of seamlessly integrating social media and logistics practices. While the workshop has delved extensively into the discrete concepts of social media marketing and logistics, there lies an unexplored territory at their convergence. This section of the workshop advocates for the harmonization of these two

domains, shedding light on how small businesses can leverage social media platforms to optimize their production schedules and streamline their supply chain processes [23], [24]. Acquiring real-time customer feedback through social media channels is pivotal in fine-tuning logistics strategies, allowing businesses to respond swiftly to market demands and changes [25].



Figure 5. Participants



Figure 6. Participant social media

## CONCLUSION

This event showed great awareness of logistics and social media literacy in small businesses in the Cikarang district, Indonesia. Based on the participants' feedback, all audiences appreciated our event. Most webinars only focused on social media marketing or logistic management. In Our workshop, we train our participants to know what opportunities arise from doing both simultaneously. This study's goals were achieved when we saw some participants on social media begin to practice all the tools given in the workshop. By specifying their target market, business owner can exploit their target market language, communication, and behavior to pursue purchase intention from their customer.

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