

# Empowering Ciung Wanara Tourism Site Food Stall Owners with Digital Marketing Expertise and Business Licencing

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## ABSTRACT

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**Background:** Ciung wanara is one of tourist site in the Ciamis. Many food stalls have been selling in Ciung wanara. However, they still operate in traditional business systems due to a lack of digital marketing skills and entrepreneurial knowledge. Moreover, they do not hold a formal business license. Therefore, they face some obstacles, including legal liability, tax responsibility, enforcement action, loss of customers, and a bad business reputation.

**Contribution:** contributions to provide the food stall owners in the Ciung Winara tourist site with knowledge of digital marketing and reinforce their business licenses.

**Method:** The employed method combines a structured process including field observation, comprehensive training and socialization, offline face-to-face discussions, and practical application through creating user profiles on social media and compliance with business legal guidelines.

**Results:** This activity provides two benefits for the food stall owners in the Ciung Winara tourist site. First, in terms of digital marketing, they are able to utilize digital marketing by having social media accounts including Google Business, Facebook, Instagram, and WhatsApp business. Second, they currently hold a business license in the form of a Number of Identification for Businesses (NIB).

**Conclusion:** This community service activity is directly beneficial for the food stall owners at the Ciung Wanara tourist site. By using social media and having a business license (NIB), they can develop their business marketing systems and increase sales turnover. Additionally, they can provide legal certainty for enterprises.

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## INTRODUCTION

Micro, small, and medium-sized enterprises (MSMEs) are the backbone and principal pillar for enhancing the growth of the Indonesian economy. Thus, MSME actors must have legal certainty and protection when performing business operations [1]. The growth of MSME creates a domino effect that produces more business opportunities. Since the COVID-19 pandemic, the

government has provided regulatory support and innovation to make it easier for MSME actors to operate their businesses, in addition to digital marketing and reform of the business licensing procedure system [2].

During the COVID-19 pandemic, which has been devastating Indonesia for over two years, numerous businesses, particularly MSMEs, have faced bankruptcy. According to [3], those who ventured into business during this challenging period exhibited a strong entrepreneurial spirit and a readiness to take risks. Interestingly, two distinct characteristics of entrepreneurs emerged during the pandemic. New entrepreneurs tended to be older, often holding graduate degrees, and were more likely to transition from full-time wage employment or inactivity. Furthermore, they preferred establishing manufacturing industries at the enterprise level, a departure from their pre-COVID-19 counterparts, who favored the service sector. To survive these difficult times, MSMEs have adopted four key strategies, as outlined in [4]: leveraging digital marketing for promotion, strengthening their human resources, fostering creative innovations, and enhancing customer services.

The process of adopting and disseminating new technologies within entrepreneurship presents significant challenges. However, several strategies can be employed to bolster technology adoption and promotion, including enhancing technological literacy, cultivating trust, and developing safer and more inclusive technologies [5]. The distinctions between choice-empowerment, empowerment-entrapment, and autonomy-autonomy become increasingly complex in the context of big data and internet-based strategies. The rapid and profound transformations in techno-cultural dynamics, particularly in the wake of the COVID-19 pandemic in 2020, call for a renewed focus on understanding the boundaries of decision-making, empowerment, and autonomy within the hyper-digital market space. Notably, internet-based digital technologies are reshaping the fabric of decision-making processes, influencing deliberations, actions, and perceptions in significant and often fundamental ways [6].

Digital marketing is essential in enhancing business revenue, especially for MSMEs. Digital marketing is most simply defined as "the advertising of a business, goods, services, or trademarks" [7]. The founder of Microsoft, Bill Gates, said If a business is not on the Internet, then that business will be out of business [8]. So, the easiest way to describe digital marketing is to promote a business, product, service, or brand. Thus, to take advantage of modern digital technologies, businesses must be adaptable when rethinking their strategies and business models and developing new organizational methods. Technological advances can enhance marketing management systems and improve marketing agility and mix capabilities, leading to greater competitiveness and business success [9].

Marketing systems through social media play substantial roles in business operations. As highlighted in [10], the social media landscape possesses unique characteristics that necessitate moving away from conventional marketing strategies. Three challenging dichotomies emerge: customer versus consumer, data versus information, and authority versus individual. Thus, marketplaces offer a straightforward means for customers to meet their needs, providing a vital avenue for MSMEs to navigate competition and the challenges posed by the COVID-19 pandemic. Consequently, it is a formidable hurdle for traditional sellers [11].

Some empowerment activities related to the digital marketing skills of MSME actors have been presented [12] and [13]. The results showed that the activities increased their capacity to conduct digital marketing through marketplace and social media and repackage their products. Digital marketing system also has changed consumer behavior from traditional in-store shopping to online shopping [14]. However, in some cases digital marketing statistically does not affect MSME business sustainability [15], because some customers face drawbacks such as the

inability to inspect items before purchase physically and the risk of merchandise damage during shipping. Fortunately, having financial literacy, product innovation, and tax incentives positively affects MSME's business sustainability [15]. Therefore, MSMEs need reinforcement support from the government and other parties.

Beyond the subject matter of digital technology, MSMEs face an additional barrier in the absence of a Number of Business Identification (NIB) [16]. It plays a significant function within the business environment in Indonesia. Business legality encompasses the procedure of obtaining business licenses from the appropriate authorities. In addition, it functions as an indication for business establishments and operations that have the potential for development support from the government [17]. The Law Number 11 of 2020 on Job Creation stresses the importance of streamlining the licensing procedure. Mechanisms for business licensing and oversight serve as instruments for both the Central Government and Regional Governments to assess and regulate business activities within a community. Standardization of business licenses is based on the level of business risk, which is an essential factor in determining the frequency or quality of business monitoring and permitting [18]. As a result, some studies on the business license (NIB) indicate an increase in understanding and legal awareness among MSMEs' actors regarding the handling of business legal affairs [19]-[21].

According to the data provided by the West Java Provincial Government in 2021, there has been a notable rise in the number of MSMEs in Ciamis Regency. The business community in Ciamis Regency is excited about conducting business, which necessitates the development of business skills through digital marketing and formal business legality, therefore, this increase is pretty considerable [22]. Figure 1 displays data of the Statistical Bureau of Ciamis Regency about the Human Development Index (HDI) in Ciamis Regency in 2021. The HDI of Ciamis Regency increased 0.44 points from 2020 - 2021. It is higher than Pangandaran regency (0.22).

Moreover, in 2021, there was a notable rise in the population of individuals living in poverty within Ciamis Regency, reaching a total of 5.21 thousand. Poverty is commonly attributed to insufficient economic purchasing power to meet fundamental life requirements. The poverty threshold in Ciamis is reported to be 389,676 rupiahs per capita per month [23].



**Figure 1.** Human development index (HDI) of ciamis regency in 2021

Source: <https://ciamiskab.bps.go.id/>

In the famous tourist area of Ciung Wanara, located in Karangkamulyan Village, Cijeungjing Subdistrict of Ciamis Regency, a total of 25 food stall entrepreneurs have established their businesses and occupied booths of 3x9 square meters. The business owners of the food stalls

are indigenous inhabitants of the nearby community. However, the business establishment now lacks formal legal permission, and in addition, it operates in traditional ways without incorporating entrepreneurial abilities or utilizing digital technology. Some difficulties encountered by the proprietors of food stalls located at the Ciung Wanara site. Digital marketing knowledge and abilities are deficient, inadequate adherence to business regulations, limited financial literacy, insufficient innovation in products and services, and a dearth of tax incentives. In fact, until now, they have never had a training program to enhance their knowledge about those things.

The research gap in this topic lies in understanding the specific challenges and opportunities that Micro, Small, and Medium-sized Enterprises (MSMEs) in Indonesia, particularly during and post-COVID-19 pandemic, have faced in terms of legal certainty, digital marketing adaptation, technology utilization, and business sustainability. The COVID-19 pandemic has significantly altered the entrepreneurial landscape, bringing forth new characteristics of entrepreneurs and necessitating shifts in business strategies. While digital marketing and technology have been recognized as crucial for business operations and revenue enhancement, the impact on MSMEs' sustainability and the effectiveness of the government's regulatory support remains under-explored. Additionally, the role of business legality, as emphasized by the Number of Business Identification (NIB) and its influence on MSMEs' growth, needs further investigation.

Therefore, this study aims to provide the food stall owners in the Ciung Winara tourist site with knowledge of digital marketing in rural areas of the Ciamis Regency. Moreover, we also offer different aspects of the education program, such as financial literacy, product innovation, tax incentives, and business licenses. Thus, it presents alternative strategies for solving food stall owners' difficulties at the Ciung Wanara tourist site. As a result, this study contributes for empowering food stall owners with market-competitive abilities and helps them achieve their commercial objectives.

## **METHOD**

This Community Service Activity (CSA) was carried out by STIE Ganesha Jakarta Lecturers on October 21-23, 2022, to 25 food stall owners in Ciung Wanara tourism area, Karang Kamulyan Village, Cijeungjing subdistrict, Ciamis Regency. The methodology employed involves the utilization of field observations, training and mentoring sessions, and direct group discussions. In addition, it involves the creation of a business license known as the National Identification Number (NIB) by using the OSS application. Finally, the program evaluation examines the effectiveness of the implemented strategy and program. Timeline of community service program shown in [Figure 2](#).

The team collaborated with relevant stakeholders in the field activities, specifically the Karangkamulyan Village Youth Organization. The following are the details of the stages of activity implementation:

### **1. Observation and Preparation**

In September 2022, the team engaged in a comprehensive discussion, conducted data-gathering activities, identified relevant factors, established strategies, and designed a plan for providing targeted location support. During the field observations, the team collaborated with the Karangkamulyan Village Youth Organization to gather data on food stall proprietors at the Ciung Wanara tourist site.

## **2. Implementation**

In October 21-23, 2022, the team implemented the activity plan as explained below:

### **2.1. Training and Socialization**

At the Ciung Wanara Tourism conference room, the team presented information about digital marketing and socialize the social media for promotion purposes to 25 business owners after signing up the proprietors of the food stands for assistance. We ensured that the provided knowledge was presented in a manner that facilitated comprehension and practical application within their respective business contexts.

### **2.2. Discussions**

The team went through comprehensive conversations and facilitated question-and-answer sessions related to the operational aspects of the business, including limits and challenges associated with augmenting sales turnover. The team was divided into five distinct groups, with each group being assigned a dedicated lecturer mentor. The food stall owners devised a communication tool with smartphone and recorded comprehensive personal information in order to proceed the creation of social media accounts and National Identification Number (NIB). During this stage, the team employed a combination of Indonesian and Sundanese languages as a means to address the prevailing circumstances and challenges faced by business practitioners.

### **2.3. Practices of Making Social Media Accounts and Business Identification Numbers**

The team proactively supported business entities to create social media accounts on some platforms such as Google Business, Facebook, Instagram, and WhatsApp Business. The food stall owners prepared pertinent documentation, including identification cards, mobile phone numbers, and active email addresses, with GPS coordinates and comprehensive business information. The team also helped register a business legacy, which is done by getting a Business Identification Number (NIB) on [www.oss.go.id](http://www.oss.go.id).

## **3. Monitoring and Evaluation**

In this stage, the team conducts monitoring during and after the program's implementation to the 25 food stall owners. To examine the knowledge improvement of the participants, the team also delivered pre-tests and post-tests. Even though the program has been completed, the team still monitors the progress of food stall owners after the activity.

## **RESULTS AND DISCUSSION**

Due to the substantial journey from Jakarta to Ciamis Regency, careful and detailed preparation are required. Thus, planning and coordination meetings were held to discuss the technical details of the activity, including the training materials, logistical needs, and a list of activity schedules. Before going to the field, the team convened and performed prayer together, hoping that everything would go as planned (see [Figure 3](#)).

After that, the manager of the team and some members immediately observed the food stalls at the tourist site upon arrival to get a general understanding of how the owners of the food stalls conducted their business [24]. They observed marketing aspects of the legacy in general, looking at various aspects ranging from the products offered to the promotion done both from the branding side and through its promotion efforts. In this case, the team manager asked them

to show the pictures the food stall owners shared and all the comments through their Google Business account. This observation is necessary to provide the most suitable solution for the 25 MSMEs actors. Indeed, in digital marketing, there is no "one size fits all," but adjustment or customization needs to be done.



**Figure 2.** Timeline of community service program

In fact, the team found that 25 MSMEs actors do not have formal legalisation of their business in the form of a Business Identification Number (NIB). The owners of food stalls commonly find it difficult to manage licensing requirements due to various factors, including a lack of education programs from stakeholders regarding business licensing. In addition, they face more obstacles: low educational background, anxiety about tax payment, and limited digital technology skills for marketing purposes.



**Figure 3.** Team preparation

In order to implement the training and socialization stages, all the MSME actors from the Ciung Wanara tourism area convened in one meeting room as participants. Then, the team explained the schedule of empowerment activities and continued with the material presentation

about digital marketing for MSME. All the participants follow each step to create Instagram, Facebook, YouTube, Google Business, and WhatsApp business accounts using their cellphones. Even though most food stall owners are still unfamiliar with using social media when it comes to technology adaptation, the team can assist them in finishing it individually. Unfortunately, the team's findings in creating social media accounts show that the food stall owners do not have mobile phones with a fixed number. For the food stall owners, a cell phone is only used for urgent family and personal communications. As a result, they have to update their active numbers and email addresses, causing delays in trying to post content.

After having social media accounts, all the food stall owners can promote their products efficiently. Thus, they can develop their businesses and increase their income by utilizing digital marketing-based systems. Moreover, they can also manage their shop in Google Business and marketplaces. The account administrator can efficiently respond to various review-related comment questions and update their business activity posts [25].

During the discussion, some of the food stall owners informed the team that they produce their own products and sell them through marketplaces on Shopee and Tokopedia to enter the Kalimantan market and other provinces. Thus, giving them knowledge of digital marketing is highly beneficial, as it provides more guidance for business growth. Reference [26] stated that marketplace is a collaboration marketing system that can expand MSMEs target markets. Moreover, social media such as Instagram, TikTok, and Facebook are also essential for instantaneous, free promotion [27]. Content creation is essential and can be accomplished easily with a mobile phone. They can create planned and regularly scheduled content, weekly and monthly, consisting of location videos, visitor comments, and photographs, with the understanding that numerous fascinating objects can serve as content. This is in line with the findings [28], regarding how using smartphones can help in financial transactions. The role of CPC significantly impacts consumer behavior when using smartphones for financial transactions. The role of regulation has a moderating impact on consumers' use of smartphones for financial transactions.

In addition to socialization and training in digital marketing, the food stall owners are guided in creating a business identification number (NIB) as shown in Figure 4. Making NIB was carried out by utilizing their individual mobile devices under the direction and supervision of the team. Each business owner attempted to create an NIB by accessing the [www.oss.go.id](http://www.oss.go.id) page and inputting the required data in the format given. In completing the requirement data, the majority of the food stall owners lack the details necessary to register an account on the [www.oss.go.id](http://www.oss.go.id) page, such as an active email address, personal identity data that hasn't been updated, Disdukcapil data that hasn't been updated, and a Taxpayer Identification Number (NPWP) which it takes a long time.

Additionally, business owners are still having trouble implementing digital technology because they lack a thorough understanding of how to run technological infrastructure. If the required data is complete, the process of creating an NIB is quite quick, taking no longer than 5 minutes. Table 1 shows that at the site, only five of the 25 food stall owners created social media accounts and NIB documents. The remaining 20 entrepreneurs were followed by the team because of the constraints on data availability as a requirement for NIB production [29]. List of community service participants shown in Table 1.



Figure 4. The team and food stall owners

Table 1. List of community service participants

No.	Name	Social Media Account (GB/Facebook/IG/WA)	NIB	Description of NIB Creation
1	Rani Haerani	Done	Done	Done
2	Imas Mardiyah	Done	Done	Done
3	Agnia Rahmadia Nurwahid	Done	Done	Data Not Found, NIK is not available in the Population database, please contact the Dukcapil Call Center at 1500537.
4	Siti Rohmah	Done	Done	Name does not match the Ministry of Home Affairs' Dukcapil data
5	Ella Janurella	Done	Done	Done
6	Homsah	Done	Done	Done
7	Noneng	Done	Done	Done
8	Yulia Hendrayanti	Done	Done	Data Not Found, NIK is not available in the Population database, please contact the Dukcapil Call Center at 1500537.
9	Rizki Suparda Gandara	Done	Done	Done
10	Heni	Done	Done	Done
11	Ivan Herdianto	Done	Done	Done
12	Nina Marlina	Done	Done	Data Not Found, NIK is not available in the Population database, please contact the Dukcapil Call Center at 1500537.
13	Suci Gatyani	Done	Done	Done
14	Etih Suryati	Done	Done	Done
15	Ati Siti Yuniarti	Done	Done	Done
16	Bambang Supardi	Done	Done	Error: Failed to connect to the dukcapil system in the Ministry of Home Affairs Dukcapil data, please contact the Dukcapil Call Center at 1500537
17	Nani Maryani	Done	Done	Done
18	Ina Kurniansah	Done	Done	Done
19	Dedeh	Done	Done	Done
20	Raka Arifa Hirji Primustopa	Done	Done	Error: Failed to connect to the dukcapil system in the Ministry of Home Affairs Dukcapil data, please contact the Dukcapil Call Center at 1500537
21	Agus	Done	Done	Done
22	Ekki	Done	Done	Done
23	Siti	Done	Done	Done
24	Nanang	Done	Done	Done
25	Doni	Done	Done	Done

Moreover, during the discussion, the team found that before and after the implementation of Job Creation Law Number 11 2020, the food stall owners were aware of the benefits and



convenience of obtaining business licenses, particularly in the food industry, as a means of ensuring business legality [30]. However, they face difficulties processing the business license due to lack of socialization.

The licensing of micro businesses such as food stalls has changed after implementing Law No. 11 of 2020 on Job Creation [31]. MSME actors are now required to have a business license namely "NIB" which provides legal protection and certainty for their business endeavors. The law regulates the simplicity of NIB procedures and the time required to obtain NIB electronically. NIB provides numerous benefits to MSME actors. Ownership of a Business Identification Number (NIB) is now necessary for obtaining halal certification, as well as for gaining access to protection and legal assistance services, acquiring credit, and getting financial support from banks, among other facilities. In addition to its function as a singular licence, the NIB enables them to access government loan programs [32]. Making business identification number (NIB) shown in [Figure 5](#).

According to information in [oss.go.id](http://oss.go.id), a risk-based business license is an attempt license based on the risk level of business activity. There are four distinct risk categories for businesses, especially MSME: low, low-medium, high-medium, and high. Low-risk businesses are only required to obtain a single license in the form of a Business Identification Number (NIB). It encompasses legality, compliance with Indonesian National Standards (SNI), and Halal product guarantees (SJPH) certification. In addition, the NIB provides importers and exporters with a Company Registration Certificate (TDP), an Import Identification Number (API), and customs access [33].

Food stall owners at the Ciung Wanara tourist site in Ciamis Regency are classified as low-risk enterprises for business licensing. Therefore, their NIB can be processed quickly without having to be verified by the relevant agency. According to data on NIB eligibility requirements, the business capital issued by the MSME actors with a value of less than IDR 50 million is classified as a small or medium-sized business. By using the Online Single System (OSS), the food stall owners can get their business license only one day as long as their required documents are ready to be submitted. The establishment of the system also help the government to determine the risk posed by businesses based on their field of operation or the Indonesian Standard Business Field Classification [34].



**Figure 5.** Making business identification number (NIB)

[Table 2](#) shows that digital marketing and NIB creation through the community empowerment service program substantially affect food stall owners' increased knowledge, abilities, and self-

assurance at the Ciung Wanara tourist site. This program is successful because business owners were satisfied with the training materials. The hands-on practice provided during training facilitated the food stall owners' experience, and participants felt more confident in their ability to use digital marketing to grow their businesses. The digital marketing and NIB creation training program for food store proprietors at the Ciung Wanara tourist site effectively enhances participants' knowledge, abilities, and self-assurance. This program can serve as a template for future programs of a comparable nature.

**Table 2.** Results of assessment

No	Assessment Aspect	Before Program	After Program	Improvement (%)
1	Knowledge of digital marketing	40%	80%	100%
2	Skills in using social media for marketing	20%	60%	200%
3	Skill in creating digital marketing content	30%	60%	100%
4	Knowledge of business license legality	10%	40%	300%
5	Understanding of legal aspects in business	10%	20%	100%
6	Understanding of making a business license NIB	10%	40%	300%
7	NIB ownership	10%	40%	300%

In essence, this community empowerment activity holds significant merit in advancing the growth of MSMEs within tourist regions in the Ciamis Regency. It has been instrumental in enhancing MSMEs' knowledge base, skill sets, and overall capabilities in various domains, such as digital marketing, adherence to business regulations, financial literacy, innovation in products and services, and availing of tax incentives [1], [2]. Moreover, the implications of this activity resonate across multiple sectors. For the government, it offers a valuable resource for crafting more effective policies to bolster MSME development. Businesses can leverage these findings to enhance their competitive edge in their respective markets. In terms of the community, this activity acts as a teaching tool by fostering an understanding of MSME's crucial role in the larger national economy.

## CONCLUSION

The community service activity conducted from October 21 to 23, 2022, for 25 food stall owners in the Ciung Wanara tourist area, Ciamis Regency, had a positive outcome. STIE Ganesha lecturers received a warm and welcoming response from the business community. This initiative brought direct benefits to the food stall owners. Now, they have social media accounts for digital marketing and possess formal business documents known as NIB, which raises awareness about the necessity of proper licensing for convenience, security, and legal certainty. With both social media presence and business legality in the form of NIB, food stall owners are now more confident in boosting their online sales and reducing their reliance on offline methods. However, it is important to note that continuous support is essential post-activity, focusing on monitoring and evaluation, reinforcing their skills and knowledge, and aiding in their business development efforts. In addition, the government needs to give more attention to UMKM perpetrators in the tourism area to improve their entrepreneurial skills and enhance the variety of products and services offered to visitors.

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