



---

SOCIAL INNOVATION PROJECT “EMPOWERMENT AND TRAINING FOR E-COMMERCE FOR SMALL AND MEDIUM ENTERPRISES (SMES) SPECIALIZING IN TRADITIONAL COOKIES FROM KAMPUNG SAWAHAN”

Clarensia Sharlyn Wijaya 1, Caecillia Hartatdji 2, Ni Putu Febriana Eka S 3, Jessica Felicia Soesanto 4, Kathleen Alexandra 5

Universitas Ciputra, Surabaya, Indonesia

---

**Article History:**

Received: Desember 07, 2023

Revised: Desember 22, 2023

Accepted: Januari 5, 2024

**Keywords:** SMEs, E-Commerce, Kampung Kue Sawahan.

**Abstract.** *This social innovation project is centered on empowering and providing e-commerce training for Small and Medium Enterprises (SMEs) specializing in traditional cookies from Kampung Sawahan. With a focus on the “Kampung Kue Sawahan” in Surabaya, the project aims to address marketing challenges, enhance online presence, and broaden sales channels for local businesses. Key objectives encompass leveraging social media and e-commerce platforms, as well as offering training in product photography. The project's ultimate goal is to benefit the community by resolving marketing issues, expanding business reach, and fostering economic empowerment. The comprehensive implementation involves a two-day program targeting mothers residing in rural areas, local entrepreneurs, and potential resellers. Activities include product photography, content creation, TikTok account setup, and e-commerce training on platforms like Shopee. The anticipated tangible outcomes include an enhancement of online business skills within the “Kampung Kue Kering” community, contributing to the overall development of small and medium-sized enterprises in the region.*

**Keywords:** SMEs, E-Commerce, Kampung Kue Sawahan.

---

## INTRODUCTION

Within the dynamic landscape of contemporary commerce, the convergence of traditional practices with the digital realm stands as a defining moment. This article embarks on a journey to explore the transformative potential embedded in the adoption of e-commerce, casting a spotlight on the unique challenges confronted by a distinct demographic - the mothers residing in the idyllic setting of Kampung Kue Sawahan. In delving into this subject, our endeavor seeks not only to unravel the complexities of this intersection but also to underscore the indispensable role of targeted training in surmounting the digital hurdles that often impede progress.

---

Received Desember 07, 2023; Revised Desember 22, 2023; Januari 5, 2024

\*Corresponding author, e-mail address

This exploration finds its roots in the contextualization of e-commerce within the broader digital epoch, where the marriage of personal computing and internet connectivity reshapes the very fabric of transactional dynamics. The promises of operational efficiency and an extended market reach beckon enterprises, especially Small and Medium Enterprises (SMEs), into the realm of e-commerce, propelling them towards new horizons (Kominfo, 2015).

Yet, as authors navigate through the promises of the digital economy, challenges emerge as formidable companions on this transformative journey. The trajectory of technology, symbolized by the advent of personal computers and pervasive internet connectivity, sets the stage for a profound shift in business paradigms. The surge in e-commerce transactions within Indonesia, notably in 2018, attests to its emergent influence as a formidable force in the commercial landscape (Kemenkeu, 2019).

At the core of our exploration lies the imperative to empower local enterprises, with a particular focus on the challenges voiced by the mothers of Kampung Kue Sawahan. This initiative draws inspiration from dialogues with these entrepreneurial figures, who lamented difficulties in marketing their products amidst the digital wave. The ensuing narrative unfolds against the backdrop of these challenges, bringing to light the potential hindrances of a reluctance to embrace the digital era, limited access to gadgets, concerns about e-commerce security, and a nuanced resistance to learning - all factors that demand a thoughtful and tailored approach for effective implementation

## **METHOD**

The first meeting, held on December 9, 2023, concentrated on content creation at 'Balai RT,' introducing the basics of video and product photography. The second meeting, on December 10, 2023, shifted the focus to e-commerce training, covering aspects such as creating online stores, management, and product marketing strategies. Additionally, authors provided assistance and advice regarding cake business management, particularly for those interested in becoming resellers. The primary objective of our series of activities is to empower the "Kampung Kue Kering" community by teaching online business practices that can enhance the marketing of their products. Our approach doesn't solely concentrate on theoretical teaching but also emphasizes tangible training. Consequently, our program aims to deliver concrete benefits by enhancing the skills and understanding of online business within the "Kampung Kue Kering" community.

## **RESULTS**

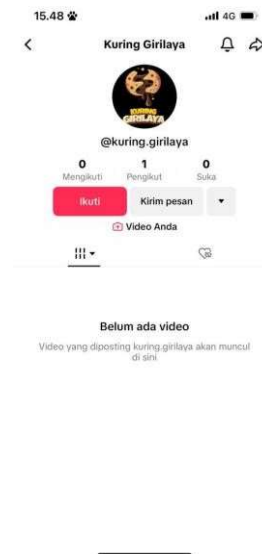
During the two-day program conducted at 'Kampung Kue Kering,' notable advancements were observed across various dimensions, showcasing the tangible impact of our initiative. In the initial phase, which focused on product photography and content creation, participants gained valuable insights into enhancing the visual appeal of their products. They learned to capture photos with improved quality, mastering aspects such as lighting, photo composition, scene setting, product placement, and the addition of watermarks. This newfound proficiency extended beyond mere photography, encompassing the creation of engaging videos suitable for upload on diverse social media platforms like Instagram, TikTok, and others.

## Empowerment and Training for E-Commerce for Small and Medium Enterprises (SMEs) Specializing in Traditional Cookies from Kampung Sawahan



Picture 1. Photo Product “Kuring Girilaya”

Moving forward, the second part of the program witnessed the expansion of their digital presence. Participants, who previously solely utilized Instagram for business, now possess TikTok accounts dedicated to showcasing their cake business. Authors provided them with practical tips and tricks to optimize content uploads, aiming to attract a wider audience to their creative endeavors.



Picture 2. Social Media on Instagram & Tik Tok “Kuring Girilaya”

The third phase zeroed in on e-commerce strategies, a crucial aspect previously confined to WhatsApp transactions. Our intervention introduced participants to the vast potential of Shopee as an e-commerce platform. Authors guided them through the process, from creating accounts to uploading products, offering a pathway to diversify their online sales channels. This strategic shift aimed to lessen dependence on WhatsApp and broaden their market reach through the Shopee platform.



Picture 3. E-Commerce on Shopee “Kuring Girilaya”

Concluding our program, authors imparted knowledge about shipping logistics, both within and beyond the city limits. By introducing the Paxel application, participants acquired the capability to efficiently and safely dispatch their cookies to destinations beyond the city confines. This not only streamlined their delivery process but also expanded the geographic scope of their business operations.



Picture 4. Photo with the "Kampung Kue Kering" community

## CONCLUSION

In conclusion, our two-day engagement with the "Kampung Kue Kering" community has

yielded commendable outcomes in bolstering their online business capabilities. The participants, following intensive training in product photography, content creation, and the adoption of platforms like TikTok alongside Instagram, now exhibit enhanced skills in visually presenting their baked products. The strategic introduction of e-commerce, particularly through Shopee, has diversified their online sales channels, reducing reliance on traditional methods like WhatsApp. Moreover, the incorporation of shipping logistics, facilitated by the Paxel application, has not only streamlined their delivery process but expanded their market reach beyond city limits. This holistic approach to empowerment reflects a significant step forward in equipping the community with the tools necessary for sustained growth and success in the evolving digital landscape of online

## REFERENCES

- Berita :: E-Commerce untuk UMKM Dan Pertumbuhan Ekonomi Indonesia. (2019). BPPK Kemenkeu. Retrieved December 5, 2023, from <https://bppk.kemenkeu.go.id/pusdiklat-keuangan-umum/berita/ecommerce-untuk-umkm-dan-pertumbuhan-ekonomi-indonesia-237095>
- Kementerian Komunikasi dan Informatika. (2015). Kementerian Komunikasi dan Informatika. Retrieved December 5, 2023, from [https://www.kominfo.go.id/content/detail/5271/pelaku-umkm-perlumanfaatkan-e-commerce/0/sorotan\\_medi](https://www.kominfo.go.id/content/detail/5271/pelaku-umkm-perlumanfaatkan-e-commerce/0/sorotan_medi)