



Participatory Community Action

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OPTIMIZING MSME SALES THROUGH E-COMMERCE AND LEGAL COMPLIANCE

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ABSTRACT

Objective: MSMEs in Indonesia face challenges in increasing sales and competitiveness in the digital era. Many business actors experience limitations in utilizing e-commerce optimally due to a lack of understanding of digital marketing strategies and legal compliance. This service activity aims to increase the capacity of MSMEs in optimizing e-commerce by complying with applicable regulations.

Design and Methods: The methods applied include digital literacy training, online marketing strategy assistance, and education on e-commerce regulations such as consumer protection, taxation, and data security

Result: The results of this activity show an increase in the understanding of MSME actors in using digital platforms, an increase in the number of online transactions, and better compliance with legal aspects in online business. With this assistance, it is hoped that MSMEs can manage their businesses more professionally, increase competitiveness, and ensure the sustainability of their business in the digital era.

Keywords: sales optimization; E-commerce; legal compliance; MSMEs; regulation

INTRODUCTION

Baru Ulu Village is one of the areas in Balikpapan City that has considerable economic potential, especially in the Micro, Small, and Medium Enterprises (MSMEs) sector. The existence of MSMEs in this village is one of the main drivers of the local economy, with various types of businesses such as culinary, handicrafts, and service products. However, in the face of the digital era and increasingly fierce business competition, there are still many MSME actors in Baru Ulu Village who experience obstacles in increasing sales and expanding their markets. One of the solutions that can be applied to optimize MSME sales is through the use of e-commerce. E-commerce provides an opportunity for business actors to market their products more widely, not only locally but also

nationally and internationally. With the support of digital technology, MSMEs can reach more consumers, reduce operational costs, and increase business efficiency.

MSME actors have the goal of developing products and innovating to develop the products they market in order to meet the target market. As a science as well as an art, marketing has undergone rapid and dramatic development. Various transformations have been, are and will continue to take place (Cipto & Puspita Huda, 2020). The development of Information Technology is so fast, and to take advantage of technological advances to support the excellence of a company must be carried out with policies that focus on marketing methods in companies online, one of which is through e-commerce. MSMEs have gained a lot of convenience from digital marketing because MSMEs can freely interact directly with consumers who are far apart, expand the target market, attract consumer attention, and increase sales (Yulita et al., 2023).

For sellers, e-commerce provides a greater opportunity to reach a wider market, without having to have a physical store. This allows sellers to operate globally and reach customers in different parts of the world. In addition, a wide range of data and analytics from e-commerce allow sellers to understand customer preferences, optimize product stock, and improve marketing strategies (Apridonol et al., 2023). In this regard, consumer protection as a legal discipline, establishes and includes the principles that govern and provide guarantees of protection for the interests of consumers. Codified in Law Number 8 of 1999 concerning Consumer Protection in Indonesia, this law emphasizes that consumer protection is a series of efforts that function to provide legal certainty to protect consumers. Discussions about consumer protection, therefore, refer to the guarantee and fulfillment of consumer rights within the applicable legal framework (Yuyut Prayuti, 2024).

This article aims to analyze the potential of the Baru Ulu Village area in optimizing MSME sales through e-commerce and identify obstacles faced by business actors. With a deeper understanding of these opportunities and challenges, it is hoped that effective strategies can be found to increase the competitiveness of MSMEs in the digital era.

The main problem is that business groups in Baru Ulu Village face the main obstacle in the form of the absence of an Online Store that meets the standards for product marketing. Currently, there is no place to market products online to distribute to customers. In addition, licensing or strengthening legality has also not been registered by MSMEs. So it is necessary to socialize the creation of effective e-commerce in accordance with legal compliance.

METHODS

The implementation of this program is designed in several strategic stages which include planning, implementation, training, and evaluation to ensure that the solutions offered can effectively overcome problems. The stages are as follows:

1. Preparation Stage

Identify MSMEs that want to be involved in e-commerce sales as well as analyze potential markets for MSMEs. Then then conduct surveys and interviews with MSME actors to find out the condition and readiness in selling products through online platforms and analyzing market demand trends in e-commerce to find out the opportunities and challenges that exist (Nugraha et al., 2024).

2. Planning Stage

Preparation of Strategic Plans and Roadmaps. Plan strategic steps in the implementation of sales optimization and map out the stages of legal compliance that need to be followed. Develop a digital business plan that includes market segmentation, competitor analysis, and the right digital marketing strategy. Develop a clear roadmap, including stages of training, marketing, logistics management, and legal compliance.

3. Training Stage

E-commerce Management Training for Business Actors. Improving the understanding and ability of business actors to market their business through e-commerce platforms. Hold workshops and seminars on the use of e-commerce platforms (such as Tokopedia, Bukalapak, Shopee, or other

marketplaces) for beginners ([Sagaf et al., 2021](#)). Provide training in creating attractive online store profiles, digital marketing techniques, and search engine optimization (SEO) to make products easier to find by potential buyers. Product photo management training, product descriptions, and digital communication techniques with consumers to increase sales conversion rates.

4. Implementation

Application of E-Commerce and Digital Marketing Systems. Registering MSME products on several popular e-commerce platforms and in accordance with the target market. Implement an analytics system to monitor sales performance and marketing strategies used, as well as optimize based on the data obtained.

RESULT

Implementation of e-commerce in MSMEs

E-commerce can be defined as a trading system or business of goods and services that use electronic media. This concept includes transactions over the internet, such as business-to-consumer (B2C) and business-to-business (B2B), as well as commerce with electronically structured data exchange ([Rosmayati, 2023](#)). As stated by Onno W. Purbo and Aang Wahyudi quoting David Baum, e-commerce is a collection of technologies, applications, and business processes that connect companies, consumers, and communities through electronic transactions as well as electronic exchange of goods, services, and information. Socialization of the e-commerce system to the public can be done by providing information about this system to the public at a special meeting to discuss digital marketing ([Adhy et al., 2022](#)). In Baru Ulu Village, there are still many MSMEs that need to be socialized about optimizing sales through e-commerce with legal compliance

In recent years, many people have used Digital Platforms for various purposes. A platform is a container used to operate a system so that a pre-programmed plan has been determined. The basic of the platform is in the form of digitalization. To form a group in a certain system is called a digital platform ([Andani & Indarta, 2023](#)). The development of e-commerce in Indonesia affects the rights and welfare of consumers through increasing legal awareness, consumer protection regulations, and focusing on the quality of services and products. Data privacy and security are in the main spotlight, with protection from cybercrime being increasingly strengthened ([Saragih et al., 2023](#)). With technological developments and changes in consumer behavior that are increasingly shifting to digital platforms, MSMEs in Baru Ulu Village need to adjust their marketing strategies to remain relevant and competitive. Digital marketing through social media, for example, allows MSMEs to reach a wider range of consumers at a relatively lower cost compared to conventional marketing ([Nathasya & Hidayat, 2024](#)). Product quality is one of the most important factors in consumer purchasing decisions. Consumers tend to choose products that are of high quality and can meet their needs. In addition, promotion is also a factor that influences consumer purchasing decisions ([Iskandar et al., 2023](#)). Attractive promotions through good branding such as attractive logos and Instagram feeds will further help MSMEs in Baru Ulu Village to improve their branding on online platforms such as Instagram.



Figure 1. MSME Survey of Kampung Baru Ulu Village

The author conducted a survey of MSMEs around Kampung Baru Ulu Village and met with Mrs. Santi, a seller of Soto Ayam Lamongan who has been selling in front of her house since 2016 as seen in Figure 1.

After interviewing Mrs. Santi about her knowledge of digital marketing with legal compliance, she still lacked knowledge about it. And we decided to help implement that effort by registering Instagram, Linktree, and Blogger accounts. The aim is that the business can be seen by the wider community and increase the sales of the business.



Figure 2. Instagram Account Handover



Figure 3. MSME Instagram Account

The handover between Mrs. Santi and Pengabdi has been carried out and also educated on how to optimize the account. The campaign was carried out to help MSME actors to be more aware of market developments on social media and help promote their businesses on existing Instagram accounts.

Socialization of MSME Business Licensing

Government Regulation in terms of MSME business licenses, as stated in Article 2 of the Regulation of the Minister of Cooperatives and MSMEs of the Republic of Indonesia number 2 of 2019 that business licenses are one way to provide legal certainty and a means of empowering micro business actors, small businesses, and individuals. So that indirectly the transformation of the status of MSMEs from the informal sector to the formal sector is one of the stages of increasing the involvement and contribution of MSMEs in the economy (Hestini et al., 2024). In addition, the Consumer Protection Law imposes obligations on service providers in the digital era to provide adequate protection for consumers' personal information and affirms the obligation to maintain the security and confidentiality of consumer data (Milafebina et al., 2023).

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In order for businesses in the MSME sector to run smoothly and have a positive impact on the Indonesian economy, these MSMEs must have clear business legality. Many of the MSME actors in Kampung Baru Ulu Village still think that licensing is only needed for large companies, so MSME actors still rule out legality. The purpose of the permit itself is to create positive activities for development activities. With permission from the government, it is intended to provide an orderly and safe situation so that the activities carried out are in accordance with their intended purpose (Redi et al., 2022).

Socialization activities were carried out to develop the quality and cognitive knowledge of MSME actors in Kampung Baru Ulu Village. The material includes the importance of legality in MSMEs.



Figure 3. Socialization on MSME Business Licensing

CONCLUSION

This community service program has shown that optimizing MSME sales through e-commerce with legal compliance can increase business competitiveness and sustainability. With digital literacy training, online marketing strategy assistance, and education related to e-commerce regulations, MSME actors have experienced an increased understanding of managing businesses digitally. The results of the activity show an increase in the number of online transactions, better compliance with legal aspects, and the ability of MSME actors to utilize digital platforms to expand their markets. The implications of this activity show that digitalization and compliance with the law not only increase the credibility of MSMEs but also build consumer trust and minimize legal risks. Therefore, it is necessary to maintain training and mentoring programs so that MSMEs can continue to adapt to technological developments and applicable regulations. In addition, support from the government and other stakeholders is also needed to create a more inclusive and competitive e-commerce ecosystem for MSMEs in Indonesia

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