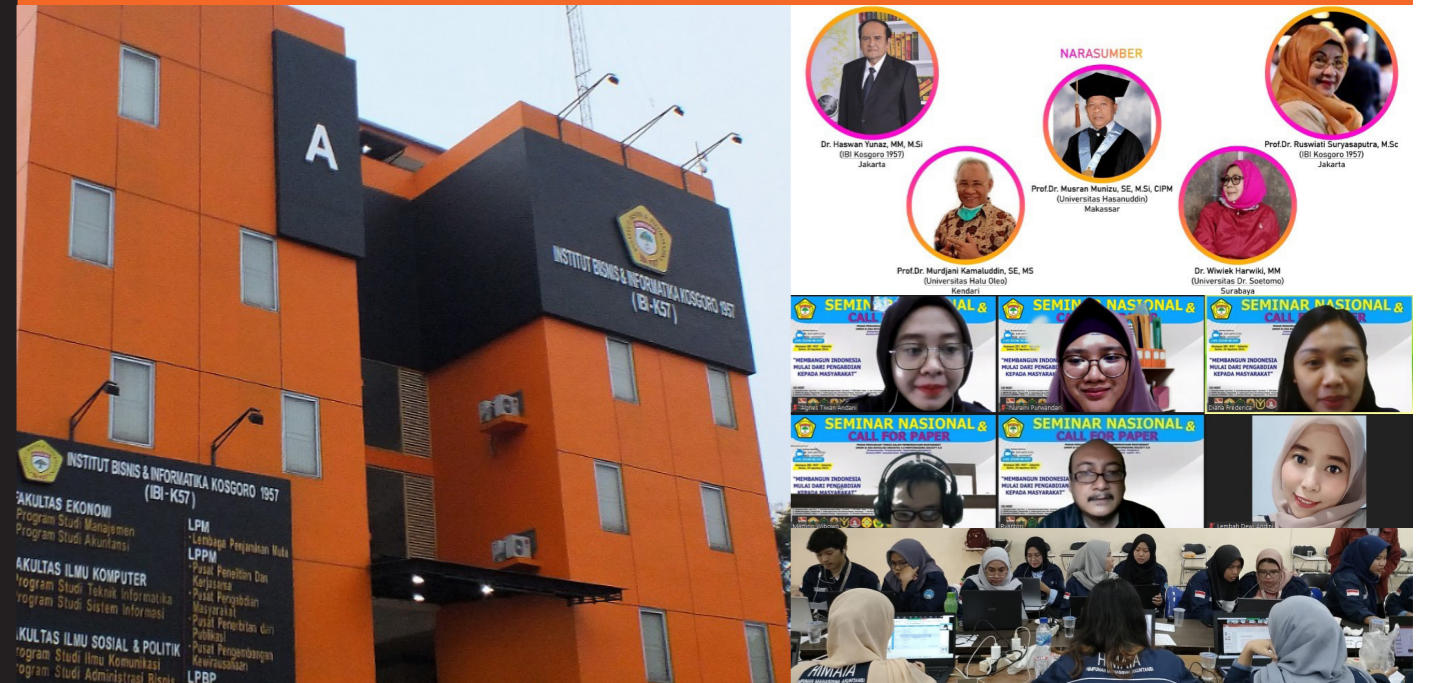


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SEMINAR NASIONAL PENGABDIAN KEPADA MASYARAKAT



IBI-K57
INSTITUT BISNIS & INFORMATIKA KOSGORO 1957 (IBI-K57)

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Lembaga Penelitian dan Pengabdian Masyarakat

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“PERAN PERGURUAN TINGGI DALAM PEMBERDAYAAN MASYARAKAT UMKM DI ERA REVOLUSI INDUSTRI 4.0 DAN MENYONGSONG SOCIETY 5.0”

Lenteng Agung - Jakarta Selatan, Indonesia, 29 Agustus 2022

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Kata Pengantar

Assalamualaikum Wr. Wb...Salam sejahtera untuk kita Semua, semoga keberkahan selalu menyertai. Kami selaku panitia Seminar Nasional Pengabdian Masyarakat Institut Bisnis dan Informatika Kosgoro 1957 dengan bangga menyajikan buku proceeding ini yang merupakan karya final untuk dapat dipublikasikan hasil seminar nasional pengabdian masyarakat dan tentu bisa memencarkan pengetahuan dan pengabdian masyarakat. Kegiatan ini sekaligus untuk unjuk kerja kepada masyarakat bakti dari insan kampus dalam memberikan sumbangsih sesungguhnya bagi masyarakat maupun lingkungan sekitar. Alhasil tidak ada cibiran bahwa kampus hanya sebagai Menara Gading Intelektual yang tidak membumi dengan problematika yang ada di masyarakat.

Diakui memang Tridarma perguruan tinggi salah satunya ada tugas yang diemban, yaitu; Pengabdian Kepada Masyarakat. Di sini insan kampus diharapkan dapat mengaplikasikan dan sumbang saran dan pengetahuan juga teknologi terhadap problematika yang ada di masyarakat. Upaya kampus bisa mempersiapkan peserta didik yang siap lapangan dan tempat kerja menjadi begitu nyata dan terwujud dengan adanya kegiatan Pengabdian Masyarakat dimaksud. Sayangnya banyak unjuk kerja dan prestasi insan kampus tidak tercatat bahkan tidak terdengar publikasi dan capaian yang sudah diraih oleh kampus. Proceeding Seminar Pengabdian Masyarakat ini sebagai realisasi sesungguhnya publikasi kegiatan pengabdian masyarakat yang sudah ada dan bahkan sedang dilaksanakan.

Tema yang diangkat oleh penyelenggara Proceeding saat ini adalah Peran Perguruan Tinggi Dalam Pemberdayaan Masyarakat UMKM di Era Revolusi Industri 4.0 Menyongsong *Society 5.0* (*Entrepreneurship, Technopreneurships, Digipreneurships* - Perpajakan & Akuntansi UMKM - Komunikasi Bisnis - Administrasi Bisnis - Logistik - TIK). Tema yang sesuai dengan kekinian dan bisa memberikan bukti kepedulian dan sumbangsih besar kampus kepada masyarakat. Semoga Buku Proceeding ini bermanfaat untuk semua pihak.

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Sambutan Rektor IBI Kosgoro 1957

Assalamualaikum Warahmatullahi Wabarakatuh.

Selamat pagi dan salam sejahtera untuk kita semua. Yang kami hormati:

1. Bapak dan Ibu Rektor yang menjadi Mitra penyelenggaraan Seminar Nasional Peran Perguruan Tinggi dalam pemberdayaan masyarakat UMKM di era RI 4.0 & Society 5.0
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Bapak Ibu dan hadirin yang berbahagia. Kita ketahui bersama bahwa lulusan perguruan tinggi di Indonesia setiap tahunnya kurang lebih 1,7 Juta sarjana, sedangkan jumlah peluang kerjanya tidak sebanding dengan jumlah lulusan, sehingga akan menjadi pengangguran intelektual. Untuk itu perguruan tinggi perlu membekali juga lulusannya menjadi wirausaha yang dapat menciptakan lapangan kerja terutama disektor usaha mikro kecil dan menengah/UMKM. Menurut laporan US News and World Report dalam 2019, Indonesia dan Filipina menempati peringkat kedua terendah dalam dimensi kewirausahaannya dimana Skor yang diperoleh Indonesia dan Filipina sebesar 0,7 dari skala 10. Di tingkat dunia, Indonesia berada di peringkat ke-50 dari 80 negara. Dikalangan negara ASEAN, Singapura sudah 7%, Malaysia sudah 6%, Thailand sudah 5%, sedangkan Indonesia masih kurang lebih 3%," dari total penduduk masyarakatnya yang berwirausaha. Untuk itulah saatnya Wirausaha menjadi garda Terdepan untuk kebangkitan Ekonomi Indonesia dalam era revolusi industri 4.0 dan society 5.0 saat ini.

Bapak ibu dan hadirin yang kami hormati. Mengacu kepada Indikator Kinerja Utama kelima Perguruan Tinggi mengamanatkan bahwa hasil kerja dosen baik karya penelitian maupun pengabdian masyarakat harus dapat bermanfaat bagi masyarakat dan mendapat rekognisi internasional. Kalau selama ini karya penelitian dan pengabdian masyarakat dosen lebih banyak ditujukan untuk persyaratan kenaikan pangkat dan pemenuhan beban kerja dosen serta tersimpan di repository perpustakaan sekarang saatnya menjadi problem solving bagi masalah2 yang dihadapi masyarakat termasuk dibidang ekonomi dan pengembangan UMKM. Untuk itulah melalui forum seminar nasional hari ini yang bertema Peran perguruan Tinggi dalam Pemberdayaan Masyarakat UMKM di Era Revolusi Industri 4.0 dan Masyarakat 5.0 Indonesia dapat mendorong karya pengabdian masyarakat dosen dan mahasiswa dalam pemberdayaan masyarakat UMKM pada khususnya dan memecahkan masalah masyarakat lain pada umumnya.

Bapak ibu dan hadirin yang kami hormati. UMKM memegang peran penting dalam perekonomian Indonesia. Berdasarkan data Kementerian Koperasi dan Usaha Kecil dan Menengah (Kemenko UKM) bulan Maret 2021, jumlah UMKM mencapai 64,2 juta dengan kontribusi terhadap Produk Domestik Bruto sebesar 61,07 persen atau senilai Rp8.573,89 triliun. Menyerap dana kredit perbankan untuk UMKM per Mei 2021 sudah mencapai Rp 1,024 triliun; Penyerapan tenaga kerja oleh UMKM juga sangat tinggi sebanyak 119,6 juta orang pada 2019. Jumlah tersebut meningkat 2,21% dibandingkan pada tahun sebelumnya yang sebanyak 117 juta orang. Jumlah tersebut pun setara dengan 96,92% dari total tenaga kerja di Indonesia. Sebanyak 3,08% sisanya berasal dari usaha besar. Dari data di atas, tidak dapat dipungkiri bahwa keberadaan UMKM

menjadi pencipta pertukaran barang dan jasa. Usaha UMKM menyebabkan pembelian bahan baku dan bahan penolong, pembelian alat dan mesin, penggunaan moda transportasi, bahan bakar, kredit perbankan, penyediaan properti, penggunaan tenaga kerja, usaha warungan dan lain sebagainya.

Persoalannya UMKM kita menghadapi berbagai masalah antara lain belum memiliki daya saing yang tinggi. Jika dibandingkan dengan UMKM dari negara Thailand dan Vietnam sekalipun, Indonesia masih berat untuk bersaing. Belum lagi ada adanya persoalan kewirausahaan, pendanaan, inovasi dan teknologi, design, packaging, SDM dan pasar. Memperhatikan peran yang sangat penting tersebut dan masih banyaknya persoalan yang dihadapi UMKM, UMKM perlu “pendampingan dan asistensi” dari perguruan tinggi dalam mendukung dan menciptakan ekosistem yang sehat bagi UMKM agar mereka bisa meningkatkan kinerjanya. Perguruan Tinggi harus menjadi teman dan mitra bagi UMKM.

Bapak ibu dan hadirin yang kami hormati. Melalui kegiatan riset dasar, riset terapan dan riset pengembangan, PT bisa menghasilkan inovasi dan teknologi yang bisa dimanfaatkan oleh UMKM. Untuk merealisasikan itu, PT perlu memiliki roadmap penelitian dimana hasilnya diharapkan bisa diterapkan oleh UMKM. Teknologi ini tidak hanya berupa alat, produk, namun juga terkait jasa, penguatan kelembagaan, SDM, rekayasa sosial, naskah kebijakan dan rencana bisnis. Riset dasar perlu diarahkan bisa diterapkan dan dikembangkan oleh UMKM. Misalnya bagaimana UMKM agar dapat berperan dalam industri mobil listrik yang saat ini berkembang pesat, riset-riset yang terkait dengan baterai, keahlian, produk, pemeliharaan mobil listrik perlu diinisiasi dan dilakukan oleh PT, yang nantinya bisa diterapkan dan dikembangkan oleh UMKM.

Bapak ibu dan hadirin yang kami hormati. PT perlu membuat roadmap pengabdian masyarakat yang menjadikan UMKM menjadi mitra strategisnya. Pendampingan ini bisa dilakukan dalam hal penguatan kepemimpinan, kelembagaan, kewirausahaan, manajemen dan kerja sama usaha.

Dalam penguatan aspek kepemimpinan, perlu diperhatikan siapa yang akan menjalankannya (organisasi). Pemimpin UMKM biasanya adalah founder sekaligus owner dan worker. Perlu didampingi agar ketiga peran tersebut dijalankan secara sinergis dan maksimal. Dalam penguatan kelembagaan, pendampingan perlu diarahkan agar UMKM memiliki legalitas sebagai badan usaha dan sistem kepemilikan yang jelas. Penguatan kewirausahaan diarahkan kepada kreativitas dan penciptaan inovasi dan penciptaan pasar. Kapasitas manajemen diarahkan pada perencanaan usaha, pencatatan usaha, dan pelaporan usaha. Selain manajemen keuangan, pendampingan juga perlu dilakukan pada aspek SDM, produksi maupun pemasaran. Pendampingan juga bisa diarahkan pada penerapan bisnis digital dan pemanfaatan media sosial dalam bisnis. Penguatan komunikasi bisnis di era digital perlu dilakukan juga dalam pendampingan ini. UMKM perlu didampingi agar memiliki kerja sama, kolaborasi dan aliansi strategis dengan sesama UMKM maupun dengan usaha besar.

Kita berharap hasil diseminasi karya pengabdian masyarakat dosen dan mahasiswa melalui forum seminar nasional hari ini dapat memberikan kontribusi positif dalam pemberdayaan masyarakat UMKM pada khususnya dan memecahkan masalah masyarakat lain pada umumnya. Kepada Bapak dan Ibu Rektor yang menjadi mitra Para Wakil Rektor, para narasumber para moderator, para presenter dan peserta dan seluruh panitia yang telah bekerja keras terlaksananya seminar nasional ini kami haturkan ribuan terima kasih. Kita juga berharap kerja sama ini akan terus berlangsung baik dalam forum yang sama maupun dalam kegiatan-kegiatan lainnya, semoga ALLAH SWT membalas jasa dan budi baik bapak ibu sebagai amal ibadah. Aamiin Y.R.A. Demikian atas perhatiannya diucapkan terima kasih bila ada kesalahan kami mohon maaf. Wassalamualaikum Warahmatullahi Wabarakatuh.

Rektor

Dr. Haswan Yunaz, M.M., M.Si.

***Sambutan Panitia Penyelenggara Seminar Nasional 2022
Diseminasi Hasil Pengabdian Kepada Masyarakat***

Assalamualaikum Warahmatullahi Wabarakatuh.

Selamat pagi bapak/ibu yang terhormat, salam sejahtera untuk kita semua. Shalom, om swastiastu, namo budaya, salam kebajikan. Selamat datang pada acara Seminar Nasional Pengabdian Masyarakat dan Call for Paper 2022. Kepada yang terhormat:

1. Bapak Rektor IBI-K57 Dr. Haswan Yunaz, M.Si., M.M.
2. Bapak/Ibu Wakil Rektor IBI-K57
3. Bapak/Ibu Dekan, Kaprodi, Dosen dan Pejabat IBI-K57
4. Keynote Speaker Prof. Dr. Ruswiyati Suryasaputra, S.E., M.S.
5. Para Narasumber
6. Guru besar Universitas Hasanudin Prof. Dr. Musran Munizu, S.E., M.Si., CIPM.
7. Guru Besar Universitas Halu Oleo Prof. Dr. Murdjani, S.E., M.S.
8. Ibu Dr. Wiwik Harwiki, M.M. Universitas Dr. Soetomo.
9. Bapak/Ibu Pimpinan Co-Host, baik Rektor, Wakil Rektor, Dekan dan Kaprodi
10. Bapak/Ibu Reviewer dan Moderator
11. Bapak/Ibu dan mahasiswa peserta seminar nasional pengabdian masyarakat

Alhamdulillah, puji syukur kita panjatkan, karena berkat rahmat-Nya, kita masih bisa berkumpul untuk bersama-sama menimba ilmu dari para narasumber yang luar biasa dan Diseminasi hasil kegiatan, berbagi pengalaman dan inspirasi dari program kegiatan pengabdian kepada masyarakat para Dosen dan mahasiswa di Indonesia.

Semoga kita tetap sehat selalu. Sehingga kita dapat menyelenggarakan Acara Seminar Nasional pengabdian Masyarakat pada hari ini hari Senin tanggal 29 Agustus 2022, Kami laporkan Acara Seminar Nasional pengabdian Masyarakat dapat diselenggarakan dengan didukung 11 kampus co-host sehingga dapat memperluas kerja sama antara perguruan tinggi. Adapun kampus co-host diantaranya:

1. Universitas Jember Jawa Timur
2. Universitas Dr. Soetomo Surabaya
3. STIE Galileo Batam
4. Universitas Prof. Dr. Moestopo (Beragama), Jakarta
5. Universitas Bayangkara Bekasi Jawa Barat
6. Universitas Pembangunan Jaya Tangerang
7. Sekolah Tinggi Ilmu Sosial dan Ilmu politik Wira Bhakti Denpasar Bali
8. Institut Agama Islam (IAI) Ibrahimy Genteng Banyuwangi
9. STIA Bina Banua Banjarmasin
10. Universitas YAPPENTEK Banten
11. Universitas Pamulang Tangerang.

Adapun artikel yang kami terima sebanyak 82 artikel dan 70 artikel akan dipresentasikan hari ini didalam sesi paralel. Reviewer dan moderator sesi paralel selain berasal dari internal kampus didukung pula oleh beberapa kampus diantaranya:

1. Universitas Terbuka
2. Universitas Trilogi
3. Universitas Prof. Dr. Moestopo (Beragama), Jakarta
4. Universitas Pembangunan Jaya Tangerang
5. Universitas Pancasila
6. Universitas Gunadarma
7. Institut Teknologi dan bisnis Kalbis
8. Universitas UKRIDA

Acara Seminar nasional juga didukung oleh 7 jurnal nasional yang terakreditasi maupun OJS diantaranya:

1. Jurnal Pengabdian Teratai
2. Jurnal Pembelajaran Pemberdayaan Masyarakat (JP2M)
3. Jurnal Konferensi Nasional Pengabdian Masyarakat (KOPEMAS)
4. Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS)
5. Jurnal Pengabdian Kepada Masyarakat (ABDI LAKSANA)
6. Jurnal Abdi Masyarakat Multi Disiplin (JAMMU)
7. Jurnal Pengabdian Kepada Masyarakat (ABDIKAMI)

Adapun Seminar nasional mengangkat tema “Peran dan Pemberdayaan Masyarakat UMKM di Era Revolusi Industri 4.0 dan Menyongsong Society 5.0.” Dimana Perguruan tinggi merupakan salah satu institusi yang bukan hanya berfungsi sebagai tempat menimba ilmu pengetahuan dan menghasilkan orang-orang yang berilmu pengetahuan saja, tetapi juga merupakan aset yang dapat memberikan manfaat untuk kepentingan masyarakat misalnya untuk penggiatan ekonomi kerakyatan ataupun pemberdayaan entrepreneurship (kewirausahaan) khususnya pengembangan UMKM . Melalui peran perguruan tinggi dalam pemberdayaan entrepreneurship para wirausahawan khususnya yang mempunyai usaha skala kecil diharapkan bisa bersaing dalam kompetisi global.

Sejak awal, perkembangan (UMKM) di Indonesia mengalami kemajuan yang sangat pesat. Pertumbuhan terutama terjadi dari sisi kuantitas, seiring dengan perkembangan teknologi digital. Dengan adanya perkembangan digital, terutama di masa Pandemi Covid-19 saat ini, pelaku UMKM diperkirakan meningkat dalam rentang 15%-26% selama beberapa bulan terakhir. Seiring dengan tantangan yang makin berat, peluang di era digital juga semakin terbuka dan mudah bagi kita melihatnya sebagai tantangan atau peluang. Melalui Society 5.0, Peran perguruan tinggi dalam pemberdayaan ini sebagaimana yang dijelaskan dalam Peraturan Pemerintah yang menyatakan bahwa perguruan tinggi menyelenggarakan pendidikan tinggi dan penelitian serta pengabdian kepada masyarakat. Oleh karena itu keterlibatan perguruan tinggi dalam program pemberdayaan entrepreneurship merupakan wujud tugas pengabdian kepada masyarakat yang harus diemban oleh perguruan tinggi.

Sehingga hal inilah maka SEMNAS ABDIMAS mengangkat tema Peran dan pemberdayaan masyarakat UMKM di era revolusi industri 4.0 dan menyongsong society 5.0 Kami Panitia, juga mengucapkan banyak terima kasih kepada semua pihak yang terlibat baik internal institusi IBI Kosgoro 1957, maupun eksternal: para Narasumber, para reviewer dan moderator, para pimpinan kampus co-host, para mitra jurnal dan media partner serta semua pihak yang telah bekerja sama dalam menyelenggarakan kegiatan semnas Abdimas tahun 2022. Saya mewakili panitia Mohon maaf apabila ada perkataan maupun perbuatan yang kurang berkenan selama berlangsungnya acara ini. Akhir kata saya mengucapkan banyak terima kasih yang tak terhingga dan sukses untuk kita semua.

Wassalamu a'laikum Waramatullahi Wabarakaatuh.

Ketua Panitia

Dr. Prisila Damayanty, S.E., M.M., M.Ak.

Daftar Room dan Pararel Session

Moderator : Dr. Kabul Wahyu Utomo, S.E., M.M.
(Universitas Trilogi)

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	
024	13.30 – 13.45	Menaikkan Gengsi Produk UKM Berbahan Baku Daun Kelor Melalui Branding dan Pemasaran Online	¹⁾ Mustika Winedar, ²⁾ Nur Sayidah, ³⁾ Alvy Mulyaning Tyas	Universitas Dr. Soetomo Surabaya	R o o m 1
039	13.45 – 14.00	Sosialisasi Etika Bisnis dan Entrepreneur UMKM – Setu Babakan Srengseng Sawah Jagakarsa Jakarta Selatan	¹⁾ Dadan Sundara, ²⁾ Rudi Laksono, ³⁾ Junias Robert Gultom	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
048	14.00 – 14.15	Pembimbingan Penyusunan Perencanaan Keuangan dan Integrated Management System pada Yayasan Mesjid Ar-Risalah Pejuang	¹⁾ Muhammad Aria Wahyudi, ²⁾ Zara Tania Rahmadi	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
027	14.15 – 14.30	Penyuluhan dan Pelatihan Pengembangan Usaha serta Pembuatan Pembukuan Sederhana pada Karang Taruna Desa Cikaragemam Kabupaten Bekasi	¹⁾ Junias Robert Gultom, ²⁾ Dadan Sundara, ³⁾ Rudi Laksono, ⁴⁾ Widjanarko	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
006	14.30 – 14.45	Edukasi Digitalisasi Bisnis bagi Masyarakat untuk Menghadapi Era Revolusi 4.0	¹⁾ Hendi Prihanto, ²⁾ Usmar, ³⁾ Diana Frederica, ⁴⁾ Selfiani	^{1,2,4)} Universitas Prof. Dr. Moestopo (Beragama), ³⁾ Universitas Kristen Krida Wacana	
055	14.45 – 15.00	Peningkatan Kemampuan Berbisnis di Marketplace bagi Muslimah Majelis Taqorrub Ilallah (MTI) Bekasi Melalui Pelatihan Digital Marketing	¹⁾ Aris Fatoni, ²⁾ Iwan Setyawan, ³⁾ Muhammad Rafli, ⁴⁾ Faisal Aji Nogroho	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
059	15.00 – 15.15	Penjualan Produk Berbasis Digital Marketing bagi Pelaku Usaha UMKM Setu Babakan Kecamatan Jagakarsa Jakarta	¹⁾ Obing Zaid Sobir, ²⁾ Dede, ³⁾ Sylvia	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	

Moderator : Dr. Diana Frederica, S.E., M.Ak., CFA
(Universitas Kristen Krida Wacana)

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	
065	13.30 – 13.45	Sosialisasi Pelatihan Marketplace pada Pelaku Usaha Mikro Kecil dan Menengah (UMKM) dengan Website Education Marketplace	¹⁾ Shine Pintor Siolomba Patiro, ²⁾ Diah Aryani, ³⁾ Endi Rekart, ⁴⁾ Martino Wibowo	Universitas Terbuka	R o o m 2
046	13.45 – 14.00	Penyuluhan Arti Penting Perempuan dalam Meningkatkan Perekonomian Menghadapi Era 4.0	Ryantori	Universitas Prof. Dr. Moestopo (Beragama)	
031	14.00 – 14.15	Diklat Pembuatan Laporan Keuangan bagi Pelaku Usaha Informal (Pedagang Kaki Lima) Se-Kota Bekasi	¹⁾ Lembah Dewi Andini, ²⁾ R. Taufik Hidayat, ³⁾ Keri Boru Hotang	STIE TRI BHAKTI BEKASI	

021	14.15 – 14.30	Penyuluhan Pemanfaatan Lahan Pekarangan Warga Desa Cikarageman Bekasi Solusi Tepat Penerapan Strategi Green Marketing Usaha Lele ditengah Pandemi Covid-19	¹⁾ Marsadi Aras, ²⁾ Ahmad Nurdin Hasibuan	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	R o o m 2
064	14.30 – 14.45	Sosialisasi Gemar Menabung pada Remaja Masjid Hifzhul Amanah	¹⁾ Andri Faisal, ²⁾ Dade Maulana Machdun	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
009	14.45 – 15.00	Pelatihan Video Pembelajaran Berbasis Multimedia bagi Guru-Guru SDIT Al-Kautsar Cikarang	¹⁾ Nuraini Purwandari, ²⁾ Waskita Cahya, ³⁾ Filda Angellia, ⁴⁾ Hafizah Rifiyanti	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	

**Moderator : Dr. Shine Pintor Siolemba Patiro, S.T., M.M.
(Universitas Terbuka)**

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	
053	13.30 – 13.45	Pemberdayaan Masyarakat Melalui Pengolahan Limbah Minyak Goreng pada Kelompok UMKM Kampung Kerupuk Surabaya	¹⁾ Dewi Deniaty Sholihah, ²⁾ Arief Budiman, ³⁾ Muhammad Ilham Naufal	Universitas Pembangunan Nasional Veteran Jawa Timur	R o o m 3
057	13.45 – 14.00	Pelatihan Smart-Plant-Gardening bagi Karang Taruna Saat Pandemi Covid-19	¹⁾ Dodi Wahab, ²⁾ Reny Andriyanty	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
045	14.00 – 14.15	Rebranding dan Optimalisasi Pemasaran Menggunakan Digital Marketing untuk Meningkatkan Penjualan Olahan Jamur Tiram pada Kelompok Jamur Tiram “Manut”	Yudha Alif Auliya	Universitas Jember	
029	14.15 – 14.30	Business Analysis of Food Security Investment Program in Pinrang Regency	¹⁾ Abdul Wahab Samad, ²⁾ Eric Hermawan, ³⁾ Muh. Ishaq Shamad	¹⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957, ²⁾ Institut Ilmu Sosial dan Manajemen STIAMI, ³⁾ Universitas Muslim Indonesia	
035	14.30 – 14.45	Pelatihan Pengembangan Strategi Pemasaran Secara Digital bagi Wirausahawan Pemula Ikatan Alumni Faterna UNAND	¹⁾ Febryano Manggala Putra, ²⁾ Irma Alamsyah	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
041	14.45 – 15.00	Pengelolaan Kredit Usaha yang Baik bagi UMKM Pemula di Setu Babakan Kecamatan Jagakarsa Jakarta Selatan	¹⁾ Harisman, ²⁾ Reny Andriyanty, ³⁾ Ahmad Nurdin Hasibuan	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	

Moderator Dr. Elis Teti Rusmiati, M.Hum.
(Universitas Prof. Dr. Moestopo (Beragama))

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	R o o m 4
042	13.30 – 13.45	Pembuatan Produk Pupuk Organik untuk Optimalisasi Program Pawon Urip di Desa Kebonan Kecamatan Klakah Kabupaten Lumajang	¹⁾ Yudha Alif Auliya, ²⁾ Rahayu Widianingsih, ³⁾ Tazkia Nur-fauziana, ⁴⁾ Tito Adrean Maulana, ⁵⁾ Ariza Abrar Maulana	¹⁾⁻⁵⁾ Universitas Jember	
008	13.45 – 14.00	Program Mapankan Desa Dewan Energi Mahasiswa Banyumas di Desa Kedungweru, Kebumen, Jawa Tengah	¹⁾ Rosyid R. Al Hakim, ²⁾ Miftakhul H. Sidiq, ³⁾ Elsa Wulandari, ⁴⁾ Amel O. Sudrajat, ⁵⁾ Ratna M. Permatasari	¹⁾ Institut Pertanian Bogor, ²⁻⁵⁾ Universitas Jenderal Soedirman	
062	14.00 – 14.15	Pendidikan Budaya Hidup Bersih dan Sehat di Sekolah Dasar	¹⁾ Haswan Yunaz, ²⁾ Reny Andriyanty	^{1,2)} Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
044	14.15 – 14.30	Manajemen Resiko Bisnis Pakaian Impor Bekas (Penyuluhan Partisipatif pada “Mahad Aly” Yayasan Pondok Pesantren Tahfidz Madinatul Quran Sukmajaya Depok)	¹⁾ Misnan, ²⁾ Prisila Damayanty	^{1,2)} Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
049	14.30 – 14.45	Pengembangan Pasar Bagi UMKM Binaan Peretakina Melalui Web-commerce	¹⁾ Sanhari Prawiradiredja, ²⁾ Budi Santoso, ³⁾ Iwan Joko Prasetyo, ⁴⁾ Citra Rani Angga Riswari,	¹⁾⁻⁴⁾ Universitas Dr. Soetomo Surabaya	
037	14.45 – 15.00	Strategi Pengembangan UMKM Kue Kering diluar Bulan Ramadhan	¹⁾ Lani nurhalimah, ²⁾ Muhammad Khairul Amal	^{1,2)} Universitas Muhammadiyah Sukabumi	
052	15.00 – 15.15	Pendampingan Kewirausahaan Mahasiswa IBI Kosgoro 1957 untuk peningkatan Skala Usaha Mutiara Bubble di Depok	¹⁾ Rudi Laksono, ²⁾ Ahmad Nurdin Hasibuan	Institut Bisnis dan Informatika (IBI) Kosgoro 1957	

Moderator Dr. Dharmayanti, S.T., M.M.S.I.
(Universitas Gunadarma)

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	R o o m 5
047	13.30 – 13.45	Pembuatan Produk Pupuk Organik untuk Optimalisasi Program Pawon Urip di Desa Kebonan Kecamatan Klakah Kabupaten Lumajang	¹⁾ Yudha Alif Auliya, ²⁾ Rahayu Widianingsih, ³⁾ Tazkia Nur-fauziana, ⁴⁾ Tito Adrean Maulana, ⁵⁾ Ariza Abrar Maulana	¹⁾⁻⁵⁾ Universitas Jember	

056	13.45 – 14.00	Psikoedukasi Pendidikan Seks Kepada Guru & Murid sebagai Upaya Pencegahan Kekerasan Seksual pada Anak SD	¹⁾ Fitriatul Masruroh, ²⁾ Ellyana Ilsan Eka Putri, ³⁾ Fathi Hidayah	¹⁻³⁾ IAI Ibrahimy Genteng Banyuwangi	R o o m 5
015	14.00 – 14.15	Pelatihan Pengelolaan Kearsipan Berbasis Komputer dalam Upaya Peningkatan Tertib Administrasi pada Kecamatan Jagakarsa Jakarta Selatan	¹⁾ Rahmat Jaya	¹⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
012	14.15 – 14.30	Bimbingan Teknis Penggunaan dan Pemanfaatan Marketplace bagi Pelaku Bisnis di Wilayah Jagakarsa	¹⁾ Achmad Fauzi, ²⁾ Dade Maulana Machdum	^{1, 2)} Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
002	14.30 – 14.45	Bimbingan Teknis Pengembangan Strategi UMKM Berbasis Digital untuk Membangun Mental Technopreneur di Daerah Jagakarsa Jakarta Selatan	¹⁾ Filda Angellia, ²⁾ Waskita Cahya, ³⁾ Ghantantonio Dwi H	¹⁻³⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
050	14.45 – 15.00	Edukasi dan Penanaman Semangat Pelestarian Seni Gong Si Bolong pada Komunitas Pemuda Depok	¹⁾ Agus Hitopa Sukma, ²⁾ Irzan Soepriyadi, ³⁾ Yos Soejarminto, ⁴⁾ Iswahyu Pranawukir	^{1,2,4)} Institut Bisnis dan Informatika (IBI) Kosgoro 1957, ³⁾ Universitas Pelita Bangsa	
003	15.00 – 15.15	Pelatihan Pemanfaatan Internet bagi Remaja Karang Taruna RW. 05 Cipedak Jagakarsa Jakarta Selatan	¹⁾ Syamsu Hidayat, ²⁾ Ari Kurniawan	^{1, 2)} Institut Bisnis dan Informatika (IBI) Kosgoro 1957	

**Moderator : Dr. Irma Paramita Sofia, S.E.Ak., Ca., M.Ak.
(Universitas Pembangunan Jaya)**

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	
063	13.30 – 13.45	Bantuan Minyak Goreng untuk Membantu para Pelaku Sektor Informal Sentra PKL Semolowaru Surabaya	¹⁾ Jajuk Suprijati, ²⁾ Nur Sayidah, ³⁾ Listyoningtyas, ⁴⁾ Safrin Zuraidah, ⁵⁾ Alvy Mulyaning Tyas	¹⁻⁵⁾ Universitas Dr. Soetomo	R o o m 6
061	13.45 – 14.00	Model Administrasi Keuangan Berbasis Special Jurnal Untuk PAUD Kasuwari	¹⁾ Abu Bakar, ²⁾ Otti Ilham Khair	¹⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957, ²⁾ Sekolah Tinggi Ilmu Pemerintahan Abdi Negara	
018	14.00 – 14.15	Membangun Budaya Entrepreneurship dan Penyusunan Laporan Keuangan Sederhana pada Usaha Anak Milenial Es Kul Kul Monik di Jalan Amil Pejaten	¹⁾ Azalia Prameshti Putri, ²⁾ Devita Parwanti, ³⁾ Hipta Rahma, ⁴⁾ Otaviana Pratiwi, ⁵⁾ Devvy Noveliza	¹⁻⁵⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
004	14.15 – 14.30	Digitalisasi Perpajakan: Edukasi Digitalisasi Pajak Penting, Kesadaran Pajak Lebih Penting	¹⁾ Islamiah Kamil, ²⁾ Erfiana Wahyuningsih, ³⁾ Hendi Prihanto	^{1,2)} Universitas Dian Nusantara, ³⁾ Universitas Prof. Dr. Moestopo (Beragama)	

017	14.30 – 14.45	Sosialisasi Penyusunan Laporan Keuangan Sederhana di Desa Kutasirna Kecamatan Cisaat Kabupaten Sukabumi	¹⁾ Dhyea Fitria, ²⁾ Stella Kassa, ³⁾ Rimah Noviyani, ⁴⁾ Prisila Damayanty, ⁵⁾ Indra Setiawan	¹⁾⁻⁵⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	R o o m 6
060	14.45 – 15.00	Pelatihan Peningkatan Keterampilan UMKM Melalui Pendampingan Penyusunan Laporan Keuangan pada Usaha UMKM D'Geprex Ayam	¹⁾ Diah Nurdi-ana, ²⁾ Zara Tania Rahmadi	^{1). 2)} Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
051	15.00 – 15.15	Pola Belajar yang Sehat di Tengah Pandemi Covid Siswa SMK 3 Perguruan Cikini Srengseng Sawah Jakarta Selatan	¹⁾ Triyono Adi Tristanto, ²⁾ Delila Rambe, ³⁾ Romli	¹⁾⁻³⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	

Moderator : Dr. Ridha Sefina Samosir, S.Si., M.Kom.
(Institut Teknologi dan Bisnis Kalbis)

PA- PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	
036	13.30 – 13.45	Pengembangan Layanan Internet Desa Sebagai Support Kegiatan Belajar dan Bekerja Secara Hybrid Pasca Pandemi	¹⁾ Diah Ayu Retnani Wulandari, ²⁾ Albert Dewanata Mahrahillah, ³⁾ Muhammad Ariful Furqon, ⁴⁾ Nida Fara Aprilia	¹⁾⁻⁴⁾ Universitas Jember	R o o m 7
005	13.45 – 14.00	Implementasi Edugame pada Pusat Kegiatan Belajar Masyarakat (PKBM) Asy Syifa di Kabupaten Jember	¹⁾ Fahrobby Adnan, ²⁾ Januar Adi Putra, ³⁾ Lutfie Ariefianto, ⁴⁾ Beny Prasetyo	¹⁾⁻⁴⁾ Universitas Jember	
001	14.00 – 14.15	Pelatihan E-Commerce Sebagai Upaya Pembekalan Keterampilan Wirausaha dan Penguatan UMKM bagi Masyarakat Jagakarsa, Jakarta	¹⁾ Ahmad Nurdin Hasibuan, ²⁾ Rudi Laksono, ³⁾ Reny Andriyanty	¹⁾⁻³⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
022	14.15 – 14.30	Website Desa untuk Mempromosikan Potensi Wisata di Desa Sukajadi, Tamansari, Bogor	¹⁾ Iwan Setyawan, ²⁾ Aris Fatoni, ³⁾ Filda Angellia, ⁴⁾ Nuraini Purwandari, ⁵⁾ Kampono Imam Yulianto	¹⁾⁻⁵⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
020	14.30 – 14.45	Memberikan Pelatihan Microsoft Office PowerPoint Melalui Aplikasi Zoom ditengah Pandemi Covid-19 bagi Siswa Madrasah Tsanawiyah	¹⁾ Denaya Ramadanti, ²⁾ Ahmad Nurdin Hasibuan, ³⁾ Marsadi Aras	¹⁾⁻³⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
010	14.45 – 15.00	Pelatihan Dasar Microsoft Office dan Pengenalan Teknologi Komputer Era Industrial 4.0 Kepada Siswa SMA Madinatul Quran Depok	¹⁾ Waskita Cahya, ²⁾ Filda Angellia, ³⁾ Nuraini Purwandari, ⁴⁾ Achmad Fauzi	¹⁾⁻⁴⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	

**Moderator : Dr. Endi Rekarti, S.E., M.S.M.
(Universitas Terbuka)**

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	R o m 8
032	13.30 - 13.45	Pelatihan dan Pendampingan Penyusunan Laporan Keuangan dan Administrasi Perpajakan pada Industri Tahu Tempe di Desa Sumber Harum	¹⁾ Sahrir, ²⁾ Izal Zahran	^{1,2)} Universitas Muhammadiyah Palopo	
026	13.45 - 14.00	Pemberdayaan Ekonomi Masyarakat Melalui Pengolahan Talas Belitung Menjadi Taro Powder Premium Guna Meningkatkan Pendapatan Masyarakat di Desa Sukajadi Kecamatan Tamansari Bogor	¹⁾ Anis Vrastika, ²⁾ Nurinajmi Utami, ³⁾ Robiah Adawiyah, ⁴⁾ Tria Tirtaliy Agustin	¹⁻⁴⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
034	14.00 - 14.15	Upaya Peningkatan Pemahaman Pajak Berbasis Alternatif Web-Games Ular Tangga Pajak pada Siswa Sekolah Menengah Kejuruan	¹⁾ Agustine Dwianika, ²⁾ Augury El Rayeb, ³⁾ Siti Rahma Anggraini	¹⁻³⁾ Universitas Pembangunan Jaya	
038	14.15 - 14.30	Sosialisasi Peran Koperasi bagi Pengusaha Mikro Setu Babakan di Kecamatan Jagakarsa	¹⁾ Rambe Kamarul Zaman, ²⁾ Reny Andriyanty, ³⁾ Ahmad Nurdin Hasi-buan	¹⁻³⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
023	14.30 - 14.45	Peluang & Tantangan Bisnis Ekspor-Impor di Era Revolusi Industri 4.0	¹⁾ Yudhistira Adwimurti, ²⁾ Sumarhadi, ³⁾ Nirwan Mulyatno,	¹⁻³⁾ Universitas Prof. Dr. Moestopo (Beragama)	
007	14.45 - 15.00	Pelatihan Pemanfaatan Microsoft® Office 365tm bagi Masyarakat di Lingkungan Pemukiman RW 05 Kelurahan Sunter Agung Jakarta Utara untuk Mewujudkan 21st Century Learning: Sebuah Langkah Awal	¹⁾ RR. Aryanti Kristantini, ²⁾ Rino Subekti	^{1,2)} Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
011	15.00 - 15.15	Optimalisasi Penggunaan Aplikasi Google Meet dan Zoom Meet di Masa Pandemi Covid-19 di Lingkungan Keluarga Besar Group C Paspampres	¹⁾ Sylvia Kartika Dhamayanti	¹⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	

**Moderator : Dr. Agustine Dwianika, S.E., M.Ak., CMA., CIBA
(Universitas Pembangunan Jaya)**

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	R o m 9
066	13.30 - 13.45	Pembelajaran Pajak Berbasis Teknologi bagi Sekolah Menengah Atas di Tangerang Selatan	¹⁾ Romi Juliani	¹⁾ Universitas Pembangunan Jaya	
028	13.45 - 14.00	Asistensi Pelaporan SPT Tahunan Orang Pribadi dengan Optimalisasi Program Tax Goes to Campus	¹⁾ Rudi Harianto, ²⁾ Agustine Dwianika, ³⁾ Irma Paramita Sofia, ⁴⁾ Fitriyah Nurhidayah, ⁵⁾ Farhan Ady Pratama	¹⁻⁵⁾ Universitas Pembangunan Jaya	

043	14.00 – 14.15	Pelatihan Menulis Karya Fiksi untuk Meningkatkan Kemampuan Jurnalisme Sastrawi (Pelatihan pada Mahasantri “Ma’had Aly” Pondok Pesantren Tahfidz Modern Madinatul Qur’an Kota Depok)	¹⁾ Misnan, ²⁾ Prisila Damayanty	^{1),2)} Institut Bisnis dan Informasi (IBI) Kosgoro 1957	R o o m 9
013	14.15 – 14.30	Pendampingan Penyusunan Laporan Keuangan UMKM Refleksi Barokah Berbasis Software Akuntansi Sango dengan SAK EMKM	¹⁾ Fairuzzaman, ²⁾ Putri Novia Rini, ³⁾ Agnes Tiwan Andani, ⁴⁾ Dewa Putu Yohanes Agata L Sandopart, ⁵⁾ Indra Setiawan	¹⁾⁻⁵⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	
030	14.30 – 14.45	Semnas_Sosialisasi Kartu Uno Pajak pada SMK Letris Indonesia 2 Sebagai Upaya Edukasi Pajak-R1	¹⁾ Maheswari Widyaningsih, ²⁾ Septi Hasna Rizki, ³⁾ Agustine Dwianika, ⁴⁾ Augury El Rayeb, ⁵⁾ Vanisha Novianti Mailangkay	^{1),3),4),5)} Universitas Pembangunan Jaya, ²⁾ SMK Letris Indonesia 2	
014	14.45 – 15.00	Pendampingan Penyusunan Laporan Keuangan pada UMKM Baly Furniture Berstandar SAK EMKM Berbasis Software Akuntansi Sango	¹⁾ Icha Putri Damayanti, ²⁾ Safiga Aulia Romadon, ³⁾ Nazla Aliya, ⁴⁾ Prisila Damayanty, ⁵⁾ Indra Setiawan	¹⁾⁻⁵⁾ Institut Bisnis dan Informasi (IBI) Kosgoro 1957	

Moderator : Dr. Hendi Prihanto, S.E., M.Ak.

(Universitas Prof. Dr. Moestopo (Beragama))

PA-PER ID	WAKTU	JUDUL MAKALAH	PENULIS	INSTITUSI	R o o m 10
054	13.30 – 13.45	Pendampingan Melukis Mural Dinding Sekolah untuk Guru di RA PERWANIDA 1 Tegaldlimo	¹⁾ Moh. Anas Syamsudin, ²⁾ Yuli Tri Andini	^{1), 2)} IAI Ibrahimy Genteng Banyuwangi	
025	13.45 – 14.00	Pelatihan Penyusunan Laporan Keuangan Pemilik Usaha Kecil, Menengah di Kota Bekasi	¹⁾ Keri Boru Hotang, ²⁾ R. Taufik Hidayat, ³⁾ Lembah Dewi Andini	¹⁾⁻³⁾ Sekolah Tinggi Ilmu Ekonomi Tri Bhakti	
058	14.00 – 14.15	Peningkatan Kesadaran Berbangsa dan Bernegara pada Pemuda Karang Taruna Srengseng Sawah Jakarta Selatan	¹⁾ Rambe Kamarul Zaman, ²⁾ Reny Andriyanty, ³⁾ Ahmad Nurdin Hasibuan	¹⁾⁻³⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
019	14.15 – 14.30	Pelatihan Penyusunan Laporan Keuangan Sederhana pada UMKM Waroeng Mamif di Wilayah Cilebut Barat	¹⁾ Siti Aisah, ²⁾ Mayasari, ³⁾ Selvika Hia, ⁴⁾ Suci Nurhidayah, ⁵⁾ Riska Nurazisya Rukmana	¹⁾⁻⁵⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957	
033	14.30 – 14.45	Upaya Edukasi Pajak dengan Media Pembelajaran Webgames pada SMK Muhammadiyah 3 Tangerang Selatan	¹⁾ Fitriyah Nurhidayah, ²⁾ Augury El Rayeb, ³⁾ Sainah, ⁴⁾ Romi Juliani Putri, ⁵⁾ Talitha Marcella Nanda Rindy	^{1,2,4,5)} Universitas Pembangunan Jaya, ³⁾ SMK Muhammadiyah 3 Tangerang Selatan	

067	14.45 – 15.00	Motivasi, Administrasi, Marketing dan Pengembangan Produk: Metode Peningkatan Pendapatan pada Kelompok Usaha Kue Bali	¹⁾ Cokorda Istri Mas Kusumaningrat, ²⁾ Aditya Manggala, ³⁾ I Komang Trisna Eka Putra, ⁴⁾ I Wayan Sugiantana	¹⁻⁴⁾ Sekolah Tinggi Ilmu Sosial Politik Wira Bhakti	R o o m 10
068	15.00 – 15.15	Hak Paten Merek Sebagai Perlindungan Hukum dan Keberlanjutan Bisnis UMKM di Brebes dalam Bersaing	¹⁾ Silvana Syah, ²⁾ Agung Dharmawan Buchdadi	¹⁾ Institut Bisnis dan Informatika (IBI) Kosgoro 1957, ²⁾ Universitas Negeri Jakarta	

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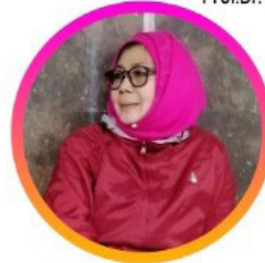
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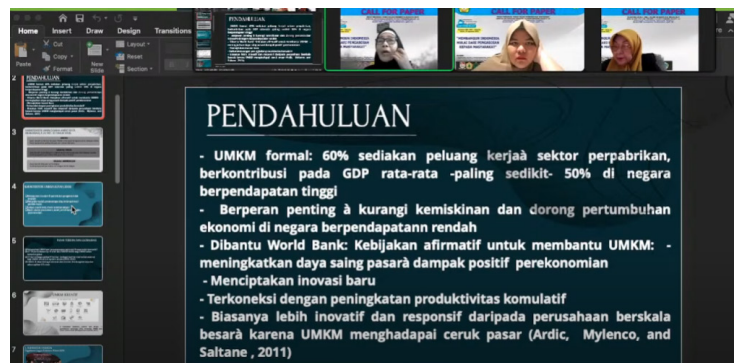
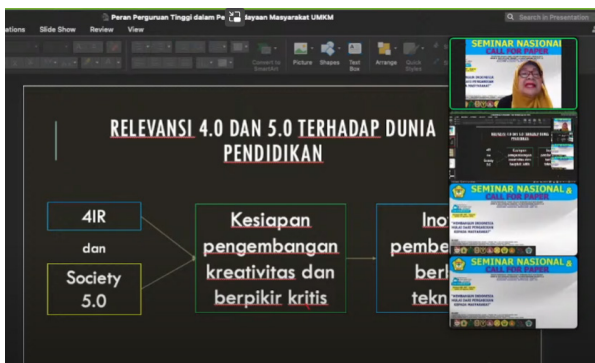
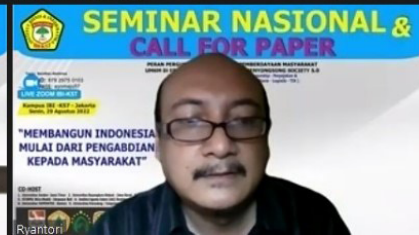
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Dr. Wiwiek Harwika, MM
(Universitas Dr. Soetomo)
Surabaya



I**PELATIHAN E-COMMERCE SEBAGAI UPAYA
PEMBEKALAN KETERAMPILAN WIRAUSAHA DAN PENGUATAN
UMKM BAGI MASYARAKAT JAGAKARSA, JAKARTA**

¹⁾Ahmad Nurdin Hasibuan, ²⁾Rudi Laksono, ³⁾Reny
Ardiyanty, ⁴⁾Helenina Aprilia

¹⁻⁴⁾Institut Bisnis dan Informatika Kosgoro 1957

ABSTRACT

The implementation of training on e-commerce is a form of community service from the Institut Bisnis dan Informatika Kosgoro 1957 in providing input to the wider community and especially the MSME entrepreneurs of Jagakarsa South Jakarta. The implementation of the training has been completed with good results, this is shown by the large number of participants who have understood that e-commerce is an increasingly attractive concept for MSMEs and consumers as well as people who continue to exist in business and shopping during the pandemic. The reason why this concept is very important to be applied by MSMEs is a simple reason that has been known for a long time, namely changes in consumer behavior and limited resources.

From the point of view of marketers themselves, limited resources make MSMEs look for new ways to meet consumer needs and desires. The concept of e-commerce is an alternative that can be used by marketers in carrying out buying and selling activities by utilizing technology.

Keywords: E-commerce, MSMEs, Entrepreneurial Skills

2**BIMBINGAN TEKNIS PENGEMBANGAN STRATEGI UMKM BERBASIS
DIGITAL UNTUK MEMBANGUN MENTAL TECHNOPRENEUR DI
DAERAH JAGAKARSA JAKARTA SELATAN**

¹⁾Filda Angellia, ²⁾Ghanistantiono Dwi

^{1,2)}Institut Bisnis dan Informatika Kosgoro 1957

ABSTRACT

Information Technology is currently developing very quickly and rapidly to support the quality of work in all fields of activity. The implementation of technology is to simplify and minimize working time, including websites, social media, OA (Office Automation), and other technologies. Computerized technology includes software and hardware that performs the tasks desired by the user. Talking about current technology, it can be said that UMKM (Micro, Small and Medium Enterprises) which are economic treasures that refer to productive economic activities are technology users.

The use of technology that supports the performance and development of UMKM is closely associated with the term technopreneur. Increasing the business capacity of UMKM in the Jagakarsa area of South Jakarta can be through the use and utilization of the marketplace. The method of Community Service activities that are appropriate and can be used is technical guidance as the main strategy. The results achieved are knowledge and improvement of the target's practical ability in using and utilizing the marketplace to support marketing activities.

Keywords: E-commerce, MSMEs, Entrepreneurial Skills

3**PELATIHAN PEMANFAATAN INTERNET BAGI REMAJA KARANG
TARUNA RW. 05 , CIPEDAK JAGAKARSA JAKARTA SELATAN**

¹⁾Syamsu Hidayat, ²⁾Muhammad Aliftian, ³⁾Muhammad Rhama

¹⁾⁻³⁾Institut Bisnis dan Informatika (IBI) Kosgoro 1957

ABSTRACT

During this time of the Covid-19 corona virus pandemic, we are required to continue to work and carry out strict health protocols to reduce the rate of spread of this virus. The current advancement of internet technology, especially in big cities like Jakarta, can answer the challenge where we can work from home and learn from home by using an internet connection. There are already many platforms available to minimize face-to-face meetings. Not everyone, especially youth organizations, fully understands the use of the internet.

That the benefits obtained from the internet can add knowledge and improve the economy, including learning through available online sites, as well as online sites and applications that make it easier for people to transact online. Opening his way of thinking how to manage and utilize internet functions optimally.

Synergy between campuses and regional administrators is needed to support an activity to increase the ability of youth to use the internet. the development and need for the Internet of Things (IOT), thus giving rise to various innovations in meeting the needs of life. as well as getting the benefits of making attractive videos uploaded on YouTube. even some national celebrities are expanding by making several videos uploaded to get paid from advertisements on youtube. The world is running too fast, so we have to adapt quickly, by utilizing the internet optimally

Keywords: Networking, Information Technology, School, Infrastructure

4**DIGITALISASI PERPAJAKAN: EDUKASI DIGITALISASI PAJAK
PENTING, KESADARAN PAJAK LEBIH PENTING**

¹⁾Islamiah Kamil, ²⁾Erfiana Wahyuningsih, ³⁾Hendi Prihanto

^{1,2)}Institut Bisnis dan Informatika Kosgoro 1957

ABSTRACT

The tax digitization process has been running since 2007, when the Directorate General of Taxes (DGT) released E-Filing, a government-owned web-based application. With this technology, tax recipients can report their taxes because the Annual Tax Return (SPT) can be followed up by online. The difficulty of applying taxes in this digital era is not only happening in Indonesia, but has become a topic of conversation worldwide. These can be seen during the 2019 momentum, when the Indonesian Ministry of Finance attended the G20 annual session in Japan.

The activity aims to understand the tax challenges in the digital economy era and the importance of tax awareness. The implementation methods are: 1) Exposure and counseling to convey theoretical material. 2) Question and answer method; used to give participants the opportunity to ask questions that are not yet clear. The result of this activity is that they understand the importance of education at the present time, especially transactions on e-commerce platforms which supported by media in facilitating and increasing the flexibility of Tax Imposition. Apart from this, the most important thing is tax awareness for creating good taxation. In line with this, the existence of the younger generation, especially the millennial generation, has important role in supporting this goal.

Keywords: Education, Digitalization, Taxation, Tax Awareness

5**IMPLEMENTASI EDUGAME PADA PUSAT KEGIATAN BELAJAR MASYARAKAT (PKBM) ASY SYIFA DI KABUPATEN JEMBER**

¹⁾Fahrobby Adnan, ²⁾Januar Adi Putra, ³⁾Lutfie Ariefianto, ⁴⁾Beny Prasetyo

¹⁻⁴⁾Fakultas Ilmu Komputer, Universitas Jember, ³⁾Fakultas Keguruan dan Ilmu Pendidikan, Universitas Jember

ABSTRACT

The Asy Syifa Community Learning Activity Center (PKBM) is one of the institutions established by the community, from the community, and for the community located in Cumedak Village, Sumberjambe District, Jember Regency. The course of the education program cannot be separated from the support of facilities and infrastructure. Currently, there are 3 classrooms without a laboratory room for practicing certain subjects, such as Biology and so on. The limitations of teaching aids and laboratory facilities make it difficult for teachers to provide subject matter to students.

Research that has been carried out by members of the service team, produces an Educational Game (Edugame) product. Biology (biotechnology) subject-based education for junior high school students. The application of edugame as a learning medium is proven to be able to increase students' interest in learning and understanding.

Based on the problems faced by partners and the results of the research that has been done, the service team will develop edugame devices that are combined with virtual laboratory features (virtual lab). This development is carried out to adjust the content of edugame material and edugame user experience to the needs of partners. The addition of virtual lab features to provide solutions for partners for the availability of laboratory facilities.

Keywords: Education, Game, Literacy, PKBM

6**EDUKASI DIGITALISASI BISNIS BAGI MASYARAKAT UNTUK
MENGHADAPI ERA REVOLUSI 4.0**

¹⁾Hendi Prihanto, ²⁾Usmar, ³⁾Diana Frederica, ⁴⁾Selfiani

^{1, 2, 4)} Fakultas Ekonomi dan Bisnis, Universitas Prof.Dr.Moestopo (Beragama), Jakarta

³⁾ Fakultas Ekonomi dan Bisnis, Univeritas Kristen Krida Wacana, Jakarta

ABSTRACT

The era of digitalization 4.0 has begun, forcing people to adapt to using various means of interaction through cyberspace, as is the case in today's business. For this reason, to deal with the use of social media and internet usage activities that are ethical and intelligent, this community service is held. Thus, this activity aims to increase public knowledge in understanding business implementation through digital platforms, to avoid problems that often arise when transactions using the internet.

The delivery method used is using offline and online systems through lectures, discussions, and questions and answers. The results of the activities provide positive aspects and increase understanding, knowledge, and participants who take part in PkM activities. They become more aware of using money and capital for better investment management.

Keywords: Digitalization, Business, Internet, Industrial Revolution 4.0

7**PELATIHAN PEMANFAATAN MICROSOFT® OFFICE 365™ BAGI MASYARAKAT DI LINGKUNGAN PEMUKIMAN RW05 KELURAHAN SUNTER AGUNG JAKARTA UTARA UNTUK MEWUJUDKAN 21ST CENTURY LEARNING: SEBUAH LANGKAH AWAL**

¹⁾Rr. Aryanti Kristantini,²⁾Rino Subekti

^{1), 2)}Fakultas Ilmu Komputer, Institut Bisnis dan Informatika Kosgoro 1957

ABSTRACT

This community service activity aims to improve digital literacy skills in their activities during the covid pandemic which has not yet disappeared in Indonesia so as to help people be wiser in using technology to create positive interaction and communication. The target audience for this service are residents of RW05 in the residential area of Sunter Agung Village, North Jakarta. The method used in this PKM activity begins with conducting interviews with the RW05 Chair to determine the training participants and the material to be delivered, Microsoft Office 365 training boldly uses zoom meetings as a medium of communication.

The training materials provided include Microsoft Office 365 Usage Guide, Introduction to Microsoft Office 365 Features and Their Uses, and Microsoft Office 365 Features in Practice. The results of this activity showed success by showing the enthusiasm of the training to the participants at each stage. Other parameters can also be seen from the results of the questionnaire of 75% participants who stated that they were very satisfied with the content of this training.

Keywords: digital literacy, Microsoft office 365, zoom meeting

8

**PROGRAM MAPANKAN DESA DEWAN ENERGI MAHASISWA
BANYUMAS DI DESA KEDUNGWERU, KEBUMEN, JAWA TENGAH**

¹Rosyid R. Al Hakim, ²Miftakhul H. Sidiq, ³Elsa Wulandari, ⁴Amel O. Sudrajat, ⁵Ratna M. Permatasari, ⁶Sentana W. Saputra, ⁷Aulia S. Wati, ⁸Achmad Muchsin

¹Sekolah Pascasarjana, IPB University

²Fakultas Teknik, Universitas Jenderal Soedirman

³Fakultas Pertanian, Universitas Jenderal Soedirman

⁴Fakultas Hukum, Universitas Jenderal Soedirman

⁵Fakultas Perikanan dan Ilmu Kelautan, Universitas Jenderal Soedirman

⁶Fakultas Syariah dan Hukum, UIN Saifuddin Zuhri Purwokerto

⁷Dewan Energi Mahasiswa Banyumas Jawa Tengah

ABSTRACT

Kedungweru Village has the potential for wind and solar energy which can be well-optimized to support the independence of the energy village. One of the Banyumas Student Energy Council (DEM) organizational programs is "Mapankan Desa", so this village was chosen as a pilot village to start the energy village program. Other potentials obtained include the presence of rice husk waste which can be processed for the manufacture of bio briquettes.

The purpose of the "Mapankan Desa" program service is to provide education related to new and renewable energy and to initiate a sustainable energy village program. The activity takes place between August and December 2021. The method of implementation consists of socialization, mentoring, and training as well as reflection.

The activity of the "Mapankan Desa" program as a form of community service was successfully carried out, with the outputs: 1) Providing an understanding of the concept of energy for human survival; 2) Providing knowledge of new and renewable energy (EBT) as alternative energy to replace oil and coal; 3) Provide opportunities for rural communities to be energy independent, both by utilizing hybrid energy and processing rice husk waste into bio briquettes as a source of ignition.

Keywords: "Mapankan Desa", Banyumas Student Energy Council

9**PELATIHAN VIDEO PEMBELAJARAN BERBASIS MULTIMEDIA
BAGI GURU-GURU SDIT AL-KAUTSAR CIKARANG**

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ABSTRACT

The problem faced by SDIT Al-Kautsar Cikarang is the lack of teacher creativity in applying learning strategies and models to students, especially in thematic subjects. Thematic learning is one of the subjects that is linked to other subjects so that students get integrated material that is used as meaningful learning material. Teachers need creativity to teach thematically so that they can learn various learning media, one of which is multimedia.

The proposed system is a one stop place to be one of the learning media that can be used by teachers. Currently, teachers have to find teaching materials one by one, such as looking for videos on YouTube, looking for pictures to support learning. With a system proposal, the teacher only needs to open a learning media application that already contains the content needed by the teacher according to the theme to be studied.

Keywords: media, learning, thematic, video

10**PELATIHAN DASAR MICROSOFT OFFICE DAN PENGENALAN
TEKNOLOGI KOMPUTER ERA INDUSTRIAL 4.0 KEPADA SISWA
SMA MADINATUL QURAN DEPOK**

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ABSTRACT

The important role of information technology in the era of industrial revolution 4.0, namely information technology is any technology that helps humans to create, change, store, communicate and / or disseminate information. Examples of information technology are computers, telephones, televisions, cellphones, and other devices that are electronic devices. Information technology (IT) also develops in line with the development of human civilization.

The development of information technology includes developments in IT infrastructure, such as hardware, software, data storage technology, and communication technology. One of the applications of information technology in the computer field is an understanding of Microsoft Office. In this regard, it is proposing a training program for SMA Madinatul Qur'an students on the basis of Microsoft Office 2010 as a means of supporting the learning process in schools as well as an introduction to the development of the industrial revolution 4.0.

Keywords: Industrial Revolution 4.0, Office, Islamic Boarding School

II

OPTIMALISASI PENGGUNAAN APLIKASI GOOGLE MEET DAN ZOOM MEET DI MASA PANDEMI COVID 19 DI LINGKUNGAN KELUARGA BESAR GROUP C PASPAMPRES

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ABSTRACT

This community service focuses on counselling the extended family of Group C Paspampres Lawang Gintung, Bogor, West Java. It was carried out to optimize the use of Google Meet and Zoom Cloud Meetings in official activities, organizational activities for the wives of Paspampres members, and distance education for the sons and daughters of Paspampres members. This community service is expected to be able to contribute in the form of benefits, namely the opening of an understanding of the use of the Google Meet and Zoom Cloud Meetings applications, about how the Google Meet and Zoom Cloud Meetings and applications can be optimally used in activities both formally and informally without having to meet face to face during the Covid-19 Pandemic.

The specific goal of this community is to train the participants so that they can transfer the ability to their children. This community service is aimed at representatives of Paspampres members, civil servants, and wives of Paspampres members in the Paspampres Group C environment to be able to operate the Google Meet and Zoom Cloud Meetings applications optimally so that they can be adapted to their individual needs. To be able to answer the goals of community service, this community service activity was carried out for one face-to-face and demo. The meetings were more focused on limited discussions to gather information about current conditions and expectations in the future, followed by demos using Google Meet and Zoom Cloud Meetings. Participants participated well and benefited from this PKM activity.

Keywords: Google Meet, Zoom Cloud Meetings, Counselling, Paspampres

12**BIMBINGAN TEKNIS PENGGUNAAN DAN PEMANFAATAN
MARKETPLACE BAGI PELAKU BISNIS DI WILAYAH JAGAKARSA**

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ABSTRACT

The purpose of this service activity is to increase the business capacity of MSME actors in the Jagakarsa area, South Jakarta through the use and utilization of market places. The method used is technical guidance as the main strategy, which is preceded by initial interaction using the facilities owned by the campus, namely the entrepreneur center.

The results achieved are knowledge and improvement of the target's practical ability in using and utilizing the market place to support promotional activities, offers and sales. Implementation barriers are more dominant in the form of cultural barriers for the MSME community who think that so far their position is safe (comfort zone) and the creative - innovative aspect is only perceived as a theory by students or academics.

Keywords: Technical Guidance, Marketplace, Business People

13**PENDAMPINGAN PENYUSUNAN LAPORAN KEUANGAN UMKM
REFLEKSI BAROKAH BERBASIS SOFTWARE AKUNTANSI
SANGO DENGAN SAK EMKM**

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ABSTRACT

Along with the times, the preparation of financial reports is made easier by the presence of accounting software. Included in the preparation of UMKM financial reports using the Financial Accounting Standards for Micro, Small and Medium Entities (SAK EMKM). With this, UMKM actors can compile financial data more easily and systematically. This service activity is carried out for the UMKM Reflection Barokah which is located at Jl. Srengseng Sawah No. 10 RT 009/ RW 09 Cipedak Village, Jagakarsa District, South Jakarta, 12630.

The method of implementation is to conduct interviews, socialize, and assist in the preparation of SAK EMKM financial reports. Data were collected through interviews with UMKM Reflecting Barokah. During our team's interview with UMKM Reflecting Barokah, information was obtained that UMKM Reflecting Barokah had not yet processed financial data in accordance with SAK EMKM. For this reason, we carried out socialization and assistance in the preparation of SAK EMKM financial reports with the Sango accounting software.

Keywords: UMKM Reflection of Barokah, SAK EMKM Financial Report, Sango Software

14**PENDAMPINGAN PENYUSUNAN LAPORAN KEUANGAN PADA
UMKM BALLY FURNITURE BERSTANDAR SAK EMKM BERBASIS
SOFTWARE AKUNTANSI SANGO**

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ABSTRACT

The role of MSMEs is very significant in the Indonesian economy. Their role is quite large. Therefore, MSMEs must always be supported to survive, especially during a pandemic. One of the things that must be considered in MSMEs is the issue of financial management which is often neglected. The purpose of this activity is to help the general public, especially MSMEs, in preparing financial reports based on accounting software.

This community service activity is carried out for Baly Furniture SMEs domiciled on Jl. Sunday Market no. 45 Kelurahan Pasar Minggu, Pasar Minggu Sub-district, South Jakarta, 12520. Baly Furniture SMEs are expected to know better financial performance. They are expected to know better financial performance. The activity began with conducting interviews, continued with the introduction of the sango software, and finally the stage of making financial reports based on the sango accounting software.

Keywords: Technical Guidance, MSME, Sango Accounting Software

15**PELATIHAN PENGOLAHAN KEARSIPAN BERBASIS
KOMPUTER DALAM UPAYA PENINGKATAN TERTIB ADMINIS-
TRASI PADA KECAMATAN JAGAKARSA JAKARTA SELATAN**

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ABSTRACT

Work efficiency and effectiveness are general goals to be achieved by organizations and companies. One of the factors that can support the achievement of efficiency and effectiveness is order in the field of administration. Good administrative management will support the process of achieving organizational goals. One of the fields of administrative science regarding this is archives. Archives have an important role as a source and center for recording information. Therefore, the purpose of this activity is to provide understanding to the target community in the field of computerized administration. The method of activity is training and question and answer. The result of the activity showed an increase in understanding of administrative order in the daily filing.

Keywords: training, computer-based archives, orderly administration

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SOSIALISASI PENYUSUNAN LAPORAN KEUANGAN SEDERHANA DI DESA KUTASIRNA KECAMATAN CISAAT KABUPATEN SUKABUMI

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ABSTRACT

Community service is one form of activity that aims to help community businesses. Until now, they are still many Micro, Small, and Medium Enterprises (MSMEs) that have difficulty preparing financial reports. Therefore, the Implementing Team would like to attend to socialize on how to prepare financial reports systematically and under EMKM Financial Accounting Standards.

This activity was carried out to UMKM fish farmer groups having their address in Kutasirna Village, Cisaat District, Sukabumi Regency, West Java Province. The implementation team conducted interviews to obtain the required data. After that, we received information that MSME actors in the village had not been able to compile financial reports following accounting standards.

Keywords: Socialization, UMKM, Financial Report

17**MEMBANGUN BUDAYA ENTERPRENEURSHIP DAN PENYUSUNAN LAPORAN KEUANGAN SEDERHANA PADA USAHA ANAK MILENIAL ES KUL KUL MONIK DI JALAN AMIL PEJATEN**

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ABSTRACT

Community service is carried out with the aim of adding scientific insight and in-depth knowledge related to entrepreneurship. This Community Service Design is qualitative in nature with data collection, data interpretation, and ends with the history of the UMKM owner during the interview. The collection of data and information is done by means of interviews, documentation and observation.

The results of Community Service show that the owner of this ice kul kul still doesn't really understand how to make financial reports and how to market his business by following existing trends. Therefore, this community service activity is to provide knowledge and understanding as well as training on the importance of recording transactions that occur in UMKM. This activity is expected to increase understanding, knowledge and skills in simple bookkeeping and innovation in business development.

Keywords : Entrepreneurship, Financial Statements

18**PELATIHAN PENYUSUNAN LAPORAN KEUANGAN SEDERHANA PADA UMKM WAROENG MAMIF DI WILAYAH CILEBUT BARAT**

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ABSTRACT

The way to make training effective is in training should include a learning of training experiences should be an organizational activity that is planned and designed in response to identified needs. Any planned effort to improve the performance employed in the job currently held or related to it. The result of training is a change in certain knowledge, skills, attitudes, or behaviors. For training to be provided to be effective and efficient it must involve experiential learning, planned organizational activities, and designed to respond to identified and required needs. Financial management is a problem in MSMEs because MSME owners ignore the importance of managing financial statements.

The research is motivated by the recording of MSME financial statements. Which is still simple by using books and manuals so as to improve quality in terms of recording financial reports for Small and Medium Micro Enterprises (MSMEs). Micro, Small and Medium Enterprises (MSMEs) are business activities that are able to expand employment opportunities, provide broad economic services to the community, play a role in the process of equity and increase people's income, encourage economic growth, and play a role in realizing national stability.

Keywords: Training, Financial Report, UMKM

19**MEMBERIKAN PELATIHAN MICROSOFT OFFICE POWER POINT
MELALUI APLIKASI ZOOM DI TENGAH PANDEMI COVID-19**

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ABSTRACT

The shift of conventional learning systems to online systems is very, very sudden, there has been no thorough preparation. But everything must be carried out so that the learning process continues to run smoothly and all students actively participate in learning even in the Covid-19 pandemic situation. Microsoft Office PowerPoint or PowerPoint is a computer program that is used for presentations, this application was developed by Microsoft in a package of office applications, namely Microsoft Office, in addition to Microsoft Word, Excel, Access and several other programs.

PowerPoint runs on Microsoft Windows and Apple Macintosh for Apple Mac OS users, although initially this application runs on the Xenix operating system. PowerPoint has been widely used, especially in offices and business people, teachers, students, and trainers. His version continues to grow from the 2003 version of the Microsoft Office System, Microsoft changed the name from Microsoft PowerPoint alone to Microsoft Office PowerPoint. Then, in Office 2013, the name is simply abbreviated as PowerPoint and it continues to develop PowerPoint is version 15 and so on until now.

Keywords : MS PowerPoint Training, Junior High School Students, Covid-19 Pandemic,
Zoom App

20**PENYULUHAN PEMANFAATAN LAHAN PEKARANGAN WARGA DESA
CIKARAGEMAN BEKASI SOLUSI TEPAT PENERAPAN STRATEGI
GREEN MARKETING USAHA LELE DI TENGAH PENDEMI COVID-19**

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ABSTRACT

Cikarageman Village, Bekasi, is one of the villages that utilizes the yard of the house for catfish cultivation. Cikarageman Bekasi Village became one of the partners of IBI Kosgoro 1957 to develop community activities to improve living standards during the pandemic. This catfish farming business that has been running must be managed with green marketing so that it can run well and be accepted by all people.

This effort is good to do in each harvest cycle, but in the last few months the production has not been in accordance with the expected results, the discrepancy is due to the low understanding of the villagers about catfish farming with barrels around the house, and the selling value is still low because of misunderstanding increases the added value of fish. catfish by implementing green marketing by paying attention to the environment and the surrounding community. The partnership program that has been formed is expected to be able to implement green marketing so that it can be sustainable every year.

Keywords: Training, Financial Report, UMKM

21**WEBSITE DESA UNTUK MEMPROMOSIKAN POTENSI WISATA
DI DESA SUKAJADI, TAMANSARI, BOGOR**

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ABSTRACT

Sukajadi Village is a village located in the administrative area of the Tamansari sub-district, Bogor Regency, West Java. This village has a lot of potentials that can improve the welfare of its citizens. The potential is in the form of tourist objects such as Curug Nangka waterfall, Curug Kawung, Curug Daun, and Curug Kalimati. The problem is that the tourist attraction has not been fully managed properly, in terms of infrastructure and information systems. Promotional media has not been created, and there is no official website, which means the quality of human resources has not been properly educated. Therefore, to assist the government in building Sukajadi Village, this community service program is intended to create a village website as a medium for promoting tourism objects and also promoting the potential of the surrounding villages.

The method used includes the practice of creating collaborative websites across study programs. To maximize website needs analysis, and content development, the service team also provides technical guidance to operators appointed by the village head. As a result, Sukajadi Village already has a village website with the domain <https://sukajaditaman-saridemo.000webhostapp.com/index.php>. The website can already be used, although it is still in the demo version, meanwhile for the admin who will manage the website a link is available with the domain <https://sukajaditamansaridemo.000webhostapp.com/dashboardadmin/loginadmin.php>. This village website is expected to be a bridge for the realization of Sukajadi Village into a Tourism Village.

Keywords : Sukajadi Village, Tourism Village, Village Website

22**PELUANG DAN TANTANGAN BISNIS EKSPOR-IMPOR DI ERA
REVOLUSI INDUSTRI 4.0**

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ABSTRACT

The industrial revolution 4.0 creates changes and new business opportunities. This is driven by the development of the use of the internet, so that many business people are aware of using the internet in the business process, so community service is held aimed at increasing public knowledge in order to take advantage of import export business opportunities in the era of the industrial revolution 4.0 and the need to understand the mechanism of international trade consistently. considering the benefits and risks that may be obtained, so that the public avoids the problems that often arise when transactions using the internet.

The delivery method is carried out using offline and online systems which are delivered through lectures, discussions and questions and answers. The results of the activity provide positive aspects and increase understanding, knowledge of the community, and participants who take part in PkM activities to better use their money and capital in good investment placements.

Keywords: Business Opportunities, Export-Import, Challenges of the
Industrial Revolution 4.0

23**MENAIKKAN GENGGI PRODUK UKM BERBAHAN BAKU DAUN
KELOR MELALUI BRANDING DAN PEMASARAN ONLINE**

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¹⁾⁻³⁾Program Studi Akuntansi, Sekolah Tinggi Ilmu Ekonomi Tri Bhakti

ABSTRACT

This community service program in partnership with the producer of Moringa leaf powder capsules, Mr. Kartiko, which is located in Banjarejo Village, Ngadiluwih District, Kediri Regency, aims to provide economic benefits for partners to increase product sales. Through this community service program, efforts are made to increase sales of Moringa leaf powder capsule products through branding strategies and the use of online marketing media.

The branding strategy allows the product to be better known to the public from the brand/brand name that a product bears. Meanwhile, product marketing through online media has several advantages, including unlimited and free marketing area coverage. By looking at the available market share which is still quite wide and the availability of abundant raw materials, it is hoped that the implementation of branding and online marketing strategies can increase sales of Moringa leaf powder in capsule form, so as to increase partner income.

Keywords : Kelor, Branding, Pemasaran, Online

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PELUANG DAN TANTANGAN BISNIS EKSPOR-IMPOR DI ERA REVOLUSI INDUSTRI 4.0

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ABSTRACT

This community service (PKM) collaborates with the Bekasi City Small and Medium Enterprises Cooperative Office aims to provide training in preparing financial reports for MSME owners in Bekasi City. This PKM activity was held from Monday to Wednesday, 18-20 July of 2022 at the Merapi Merbabu hotel, Bekasi with lecturing, training, and discussion method.

This program hoped that the guidance conveyed by the lecturers of PKM Accounting Study Program, Tri Bhakti School of Economics could deliver the preparation of financial reports for MSME owners in Bekasi City. The knowledge can help MSME owners in managing funds efficiently so that they can support their business. In addition to SMEs, this PKM is also expected to be useful for various other parties, including students and academics.

Keywords: Community Service, MSME Accounting, Financial Report

25**PEMBERDAYAAN EKONOMI MASYARAKAT MELALUI PENGOLAHAN TALAS BELITUNG MENJADI TARO POWDER PREMIUM GUNA MENINGKATKAN PENDAPATAN MASYARAKAT DI DESA SUKAJADI KECAMATAN TAMANSARI BOGOR**

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ABSTRACT

The purpose of this article is to publish the results of the Holistic Village Development and Empowerment Program (PHP2D) to increase community income in Sukajadi Village through economic empowerment by processing taro Belitung into premium Taro Powder. The choice of taro Belitung as a raw material is because this type of taro has a higher starch content than other types of taro, the source is abundant and thrives wildly, the texture is smooth, the price is cheap, and the colour of the flour is pure white.

The implementation method carried out in carrying out this program is by providing socialization, counselling and training to Youth Organizations, PKK women and farmer groups who will run the program for making Taro Powder. This PHP2D program is supported by the Bogor Regency Food Security Service and the Indonesian Local Food House. The result of the PHP2D program in Sukajadi Village is the creation of Premium Taro Powder Products.

Keywords : PKM, PHP2D, Sukajadi Village, Community, Taro Powder

26**PENYULUHAN DAN PELATIHAN PENGEMBANGAN USAHA
SERTA PEMBUATAN PEMBUKUAN SEDERHANA PADA KARANG
TARUNA DESA CIKARAGEMAM KABUPATEN BEKASI**

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ABSTRACT

Community Service Activities in Cikarageman Village, Bekasi Regency were carried out as a follow-up to the collaboration between the Kosgoro Institute of Business and Informatics 1957 and the Head of Cikarageman Village in improving community competence and village economic development. Karang Taruna as a forum for village youth as participants in Community Service activities is expected to be a driving force and a bridge for the progress of Cikarageman Village.

Financial management and management issues are important aspects of life, one thing that is of concern is that there are still many business actors in Cikarageman village, especially those who have limitations in understanding business management, how business owners must develop their own business, marketing and distribution systems as well as in terms of administrative and financial records in accordance with the basic principles of management and accounting. In terms of limited ability to make simple bookkeeping, this is often a problem that arises when business owners will receive financial assistance for business development, both direct assistance from the Government and private parties (Banks and Non-Bank Financial Institutions) which require business owners to have financial records and simple bookkeeping. for business actors who will get additional capital.

Keywords: Pengabdian Masyarakat, Akuntansi UMKM, Laporan Keuangan

27**ASISTENSI PELAPORAN SPT TAHUNAN ORANG PRIBADI
DENGAN OPTIMALISASI PROGRAM TAX GOES TO CAMPUS**

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Fitriyah Nurhidayah, ⁵⁾Farhan Ady Pratama

¹⁻⁵⁾Universitas Pembangunan Jaya

ABSTRACT

When the Covid-19 pandemic subsides, many things have an impact on aspects of people's lives where people's lives are recovering. Starting from the adjustment of lifestyle in the new normal era, teaching and learning activities both at the school to college level that took place attractively, and government and worker activities began to return to normal. This of course also has an impact on the economic sector, one of which is. Given that public awareness of tax obligations is still relatively low, coupled with the Indonesian economy which was hampered by the pandemic, assistance is needed in reporting the Annual Individual Annual Tax Return.

Constraints that are often faced by individual taxpayers in annual personal tax reporting and the existence of a tax payment target from the government (the state), which encourage us to carry out real activities in the form of community service with the Assistance Program for Online SPT Filling (E-Filling) for Individual Taxpayers in the community in South Tangerang. The form of cooperation between the Taxation Center of Pembangunan Jaya University and the Directorate General of Taxes is evident with this activity in the form of the opening of a tax reporting assistance service in March 2022. This activity is given an on-campus tax program where the purpose of this activity is to help the public to report the Annual Individual Tax Return.

Keywords : Individual Annual SPT, Tax Goes to Campus and Tax Center

28**BUSINESS ANALYSIS OF FOOD SECURITY INVESTMENT PROGRAM IN PINRANG REGENCY**

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³Universitas Muslim Indonesia

ABSTRACT

The objectives of the research of the food security is to count the investment opportunities that it is generated by increasing of the agricultural products by 40 percent through the provision of highly optimized fertilizer. The increases of the agricultural production will be followed by an investment of the development of the warehouse infrastructure to accommodate the enhancement of food production including others commodities from coconut, coffee, palm sugar, and etc.

The analysis of the investment of food security program will covered warehousing for fresh quality various of agricultural products. In the designing of the analysis of investment program is using Present Value Analysis, Return on Investment Analysis, Payback Period Analysis, and Internal Rate of Return analysis.

The research result of the investment program of food security is feasible to continue and it is followed by the development of system of transportation from warehouse to shipment, so the need of investment as an integrated area in agricultural industrial complex. The land of area of the food security industry will become a center of the biggest food securities in Indonesia.

Keywords: food security, fertilizer, investment, warehousing, agricultural industrial

29**SOSIALISASI KARTU UNO PAJAK PADA
SMK LETRIS INDONESIA 2 TANGERANG SELATAN SEBAGAI
UPAYA EDUKASI PAJAK**

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ABSTRACT

Tax education is generally educated through learning in the form of readings or learning videos. taxes can now be done in the form of a game, namely the UNO Tax Card. This National Seminar activity aims to socialize the innovations that have been made to educate taxes through the UNO Tax Card to teachers and students of SMK Letris Indonesia 2. Activities are carried out offline, online, and hybrid.

The activity was carried out well and the participants gained experience and tax knowledge that was beneficial for teachers and students of SMK Letris Indonesia 2. The activity is expected to make teachers able to educate taxes through the UNO Tax card to students of SMK Letris Indonesia 2 in teaching and learning activities, including other subjects.

Keywords : Education, Tax Cards, Tax Games, Students, and Tax Socialization

30**DIKLAT PEMBUATAN LAPORAN KEUANGAN BAGI
PELAKU USAHA INFORMAL (PEDAGANG KAKI LIMA)
SE-KOTA BEKASI**

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¹⁾⁻³⁾Sekolah Tinggi Ilmu Ekonomi Tri Bhakti

ABSTRACT

Tri Bhakti College of Economics collaboration with the Office of Small and Medium Business Cooperatives in the City of Bekasi has carried out activities aimed to provide knowledge about the importance of preparing simple financial reports. This activity was carried out on July 25-26, 2022 at Graha Hartika Wulansari, Bekasi City.

The methods used include lectures on the preparation of financial reports, motivation for making financial reports, tutorials, and training in dealing with everyday cases. In addition, the activity also concerns the classification and discussion of the problems faced in the preparation of financial reports. This PKM is expected to provide an understanding of the importance of financial reports for the survival of street vendors and be used as a basis for effective and efficient decision making.

Keywords: Community Service, Street Vendors, Financial Report

31**PELATIHAN DAN PENDAMPINGAN PENYUSUNAN
LAPORAN KEUANGAN DAN ADMINISTRASI PERPAJAKAN
PADA INDUSTRI TAHU TEMPE DI DESA SUMBER HARUM**

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ABSTRACT

The purpose of this service is to carry out training and assistance in the preparation of financial and tax reports in the tofu and tempe industry in Sumber Harum Village which will be held on July 13-15 2022. Based on the results of observations and FGDs conducted, it was found that there were two problems, namely: 1) Do not have financial report application/system. So far, they have only manually recorded receipts and disbursements. 2) They do not understand the preparation of tax administration, so they find it difficult to fulfill their business tax obligations. Based on these problems, two types of activities were carried out, namely: First, mentoring and training in the preparation of financial reports.

The stages of this activity start with the provision of basic accounting materials, followed by making financial report applications using Microsoft Excel and training on the use of the applications that have been prepared. Second, training and assistance in the preparation of tax administration. This activity begins with the provision of basic tax materials, such as tax rights and obligations, procedures for calculating PPh 21 and final PPh, making e-billing and reporting SPT through e-filing. In general, the implementation of this service has a positive impact on 3 important aspects, 1) Business actors have knowledge and skills about basic accounting and financial statement applications. With this application, MSME players and industry owners will find it easy to compile their financial reports, so that they can control their business at any time. 2) Business actors will have knowledge of their business tax rights and obligations, so that MSMEs as the support for the nation's economy can play a productive role in increasing state tax revenues. 3) Facilitate MSME actors in planning their future business, because they already have a good bookkeeping system and can provide comprehensive information.

Keywords : SPT, UMKM, Tempe and Tofu Crafts

32**UPAYA EDUKASI PAJAK DENGAN MEDIA PEMBELAJARAN
WEBGAMES PADA SMK MUHAMMADIYAH 3
TANGERANG SELATAN**

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ABSTRACT

The rapid era of globalization, supported by the rapid development of information and communication technology, has affected education, especially the learning process. The process of transferring knowledge and knowledge is very impactful, either directly or indirectly. Meanwhile, the pandemic period that has just passed, has caused many changes in the learning process, one of which is the use of online learning media.

Based on the FGD with partners, information was obtained that the Covid-19 pandemic also had an impact on student's interest and enthusiasm in tax learning. Accounting teachers have problems with teaching techniques, and how to do tax education which is often considered a difficult subject. Based on this, it is necessary to create media that can help students understand and facilitate their understanding of taxes.

The purpose of this community service is to create a tax learning media based on snake and ladder web games. The process of making web games media involves the participation of partners, namely vocational schools according to learning needs. The availability of this learning media is also expected to increase the understanding and knowledge of teachers in conveying tax material to students. Snakes and ladders games can be used as a fun teaching medium for students. As a result, students feel interested in participating in the learning process. In it, students who are involved in this tax snake and ladder game can find out for themselves the concept of the material being studied and can improve their understanding of taxes.

Keywords: pedagogy, web games, SMK Muhammadiyah 3

33**UPAYA PENINGKATAN PEMAHAMAN PAJAK BERBASIS
ALTERNATIF WEB-GAMES ULAR TANGGA PAJAK PADA
SISWA SEKOLAH MENENGAH KEJURUAN**

¹⁾Agustine Dwianika, ²⁾Augury El Rayeb, ³⁾Siti Rahma Anggraini, ⁴⁾Fiqkri Ardiyanto Nugroho, ⁵⁾Elida Rahmawati, ⁶⁾Tasbita Fitria Sarwono, ⁷⁾Arya Saraswati, ⁸⁾Anita Pepbriani, ⁹⁾Nuzul Rahmadani

¹⁻⁹⁾Universitas Pembangunan Jaya

ABSTRACT

Students' understanding of taxation can be achieved not only through print media such as textbooks or learning videos found on existing social media. The purpose of this community service activity is to provide a new way to increase the tax knowledge of Letris Vocational School students by playing online games (Web-Games) in the form of snakes and ladders on one of the sites provided. Web-Games is a technology that is used to play games using a device that is connected to an internet connection. This technology-based Community Service Activity (PkM) of Pembangunan Jaya University begins with a survey conducted by the team, coordinating the time and place of implementation, carrying out user requirements stages, and testing the tax snake ladder web games, and the final stage of evaluation.

All stages went well although there was a time constraint on the participants' willingness to remember that the implementation was carried out during the school holidays. This PkM involves 52 Letris Vocational School students who are members of the Accounting Department and participate in the user requirements and socialization stages of this web game.

The PkM team conducted a pre-test and post-test on respondents to increase their understanding of tax theory and practice. This comparison was carried out before and after the participants played the game manually and web-based. The results show that the participants' understanding of taxes increases both in terms of theory and practice of taxation in accordance with the provisions of generally accepted tax laws. The evaluation results show that this PkM activity is beneficial for partners, and needs to be expanded not only in one school but in a wider forum.

Keywords : Tax Understanding, Web-Games, Vocational High School, Theory, and Practice

34**PELATIHAN PENGEMBANGAN STRATEGI PEMASARAN
SECARA DIGITAL BAGI WIRAUSAHAWAN PEMULA IKATAN
ALUMNI FATERNA UNAND**

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Bisnis & Informatika Kosgoro 1957

ABSTRACT

One of the keys to success as an entrepreneur is to have an understanding and ability to apply a marketing plan. Digital marketing is currently being used as a strategy to advertise a product more optimally. However, not everyone understands and is able to execute a marketing strategy using digital marketing optimization. This community service program aims to foster alumni gathered in the Alumni Association (IKA) and prospective entrepreneurs of the Faculty of Animal Science (FATERNA) Andalas University (UNAND) Padang in implementing their business ideas.

Several representatives, both alumni and active students of the Faculty of Animal Science felt that they needed consultation with academics in designing the development of marketing strategies using digital marketing optimization. To answer the needs of the participants, the devotees created a webinar entitled "Training on Digital Marketing Strategy Development for Beginner Entrepreneurs of the UNAND Faterna Alumni Association".

The webinar took place online and was attended by 25 participants. At the end of the activity, the participants felt that they had received inspiration and insight into their business development. Not only that, as an effort to establish an entrepreneurial network between alumni and active students of the Faculty of Animal Science, a WhatsApp group was created which aims to facilitate communication and academic consultation between resource persons, novice entrepreneurs, and seniors. They can exchange ideas on an ongoing basis in running a business.

Keywords: entrepreneur, digital marketing strategy, academics

35**PENGEMBANGAN LAYANAN INTERNET DESA SEBAGAI
SUPPORT KEGIATAN BELAJAR DAN BEKERJA SECARA
HYBRID PASCA PANDEMI**

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³⁾Muhammad Ariful Furqon, ⁴⁾Nida Fara Aprilia

¹⁻⁴⁾Fakultas Ilmu Komputer Universitas Jember

ABSTRACT

The current need for the internet is not only for the virtual learning process but also has many benefits, as felt by the people in Calok hamlet. The people of Calok hamlet have subscribed to fiber optic-based RT/RW internet. The problem that arises is that customers often experience problems accessing internet services. The government's policy during the COVID-19 pandemic, namely studying and working from home, has made citizens' internet needs increase rapidly.

This problem is what the service team is trying to solve, by conducting a series of activities through the participatory rural appraisal (PRA) method, the aim of which is to increase community involvement while at the same time adapting activities to the needs of the residents. Starting from the analysis of internet usage constraints through user surveys and monitoring of network infrastructure according to the constraints felt by users. Furthermore, an analysis of the needs of new customers is carried out as well as repair and development of the network. This development is carried out using a bottom-up technique, namely the network is built based on needs so that the specifications given are not the same. The activity was closed by analyzing network performance based on Quality of Service (QoS) parameters.

From the results of the QoS measurements in 5 experiments, the average throughput index value was 3.8 with a very good category. Furthermore, the index value of 4 on packet loss is in the very good category and the value for the delay is 4 in the very good category.

Keywords : Fiber Optic, Internet Desa, PRA, Quality of Service, Bottom Up

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STRATEGI PENGEMBANGAN UMKM KUE KERING DI LUAR BULAN RAMADHAN

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Muhammadiyah Sukabumi

ABSTRACT

This MSME development strategy is a community service activity carried out especially for Hasanah Bakery MSMEs. This action aims to improve the marketing strategy of pastries outside the month of Ramadan. The method used in this service activity is the method of training and direct mentoring.

The results of this service are: increased understanding of MSME owners in all aspects, such as how to choose packaging, create logos, make financial reports, and have social media accounts that can be used. The owner of MSME Hasanah Bread shop has partaken in a few series of exercises that can be straightforwardly applied in day to day existence by completing a few stages

Keywords: MSMEs, Marketing Strategy, Social Media

37**SOSIALISASI PERAN KOPERASI BAGI PENGUSAHA MIKRO
SETU BABAKAN DI KECAMATAN JAGAKARSA**

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buan, ⁴⁾Asrarudin

¹⁾⁻⁴⁾Institut Bisnis dan Informatika (IBI) Kosgoro 1957

ABSTRACT

This service program aims to assist the government's efforts in increasing public knowledge of the importance of cooperatives in developing business for novice business actors in Jagakarsa sub-district. The target audience was seventeen novice business actors in the Betawi cultural heritage Setu Babakan Srengseng Sawah Jagakarsa District, South Jakarta. The activity model was counseling combined with discussion method between the target audience and the team. The service material was directed at the use of own capital from cooperatives and using a revolving capital model.

The activities carried out were able to increase the knowledge of the target community. Before the activity, the participants's understanding of the role of cooperatives as a source of shared capital was 49 percent. Based on post-activity analysis related to the level of understanding of the target community on average increased by 19 percent to 68 percent. The suggestion for this service activity is that the activity must be carried out continuously.

Keywords : Micro enterprises; Small enterprises; Cooperatives; Revolving Capital

38**SOSIALISASI ETIKA BISNIS DAN ENTREPRENEUR UMKM -
SETU BABAKAN SRENGSENG SAWAH JAGAKARSA
JAKARTA SELATAN**

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¹⁾⁻³⁾Institut Bisnis dan Informatika Kosgoro 1957

ABSTRACT

The Covid-19 pandemic provides impact drops visitors at tourist Setu Babakan that affect the decline in the turnover of sales for the SMEs. They need new strategic to change conventional marketing to the digital marketing should be done by SMEs to recover turnover of sales. On the other hand, the background education of SMEs is majority educated school middle so application of business ethics has not fully implemented by SMEs.

This program aims to add to management knowledge, especially regarding business ethics for SMEs and entrepreneurial learning in marketing online/digital marketing. The results of this program showing a positive impact, namely increasing knowledge by MSMEs regarding business ethics and entrepreneurs to use online marketing/digital marketing so that it can be implemented in increasing their sales

Keywords: Business Ethics, Entrepreneurs, MSMEs, Digital Marketing

39**MANAJEMEN RESIKO BISNIS PAKAIAN IMPOR BEKAS
(PENYULUHAN PARTISIPATIF PADA “MAHAD ALY”
YAYASAN PONDOK PESANTREN TAHFIDZ MADINATUL
QURAN SUKMAJAYA DEPOK)**

¹Misnan, ²Prisila Damayanti

¹Ilmu Komunikasi IBI Kosgoro 1957, ²Manajemen IBI Kosgoro 1957

ABSTRACT

Business and entrepreneurship are alternative solutions to problems for graduates of Islamic boarding schools, one of which is fashion rebranding which can be done without a long process. Fashion products are cheap and in accordance with the passions of the young people, which emphasize the differentiating side, so imported clothes are better choices. In fact, due to its “cheap” value, many teenagers are interested in not only using it as a user but as a reseller. Problems then arise, including aspects of legality, halal, hygiene, the risk of large-scale purchases.

The purpose of this program is to provide education on the risks of doing business with imported used clothing if the scale of purchase (for resale) is already on the “bale” scale (closed packaging that cannot be seen). With this counseling, resellers can have a comprehensive insight into risk management: sales risk, risk of community/religious leaders justification, halal-haram, legal/illegal, until most importantly able to calculate carefully the estimated contents of the ‘bales’ in question. This is business foresight, miscalculation will be fatal to no return of capital. Problem solving method is counseling. The training is intended to broaden the horizons of students (ma’had aly) in anticipating all the risks of doing business with imported used clothing. The results obtained are that quantitatively, the high risk of used clothing is the number of damaged goods whose percentage is very high, so the potential for failure to sell is very dominant. For students, Mahad Aly will buy retail or goods that are clearly displayed, so the invisible objects are clearly known. Purchases with wholesale and bulk systems are still being debated.

Keywords : Mahad aly, Business, Risk, Import Reused Goods

40**PENYULUHAN PENGELOLAAN KREDIT USAHA YANG
BAIK BAGI UMKM PEMULA DI SETU BABAKAN
KECAMATAN JAGAKARSA JAKARTA SELATAN**

¹⁾Harisman, ²⁾Reny Andriyanty, ³⁾Ahmad Nurdin Hasibuan

¹⁻³⁾Program Studi Manajemen Fakultas Ekonomi Institut Bisnis
dan Informatika (IBI) Kosgoro 1957

ABSTRACT

The target community was 20 entrepreneurs who have businesses in Setu Babakan Cultural Tourism Village, Jagakarsa District, South Jakarta. The average participants sell food and drinks along the Setu Babakan cultural tourism. The method was counseling, to increase the knowledge of the target community regarding proper credit management in order to avoid business debt. The activity consists of two main activities, namely counseling and discussion.

The main factors for the business were at a level of production volume, in order to finance the expansion of business scale where business capital was insufficient. It will be more profitable if the business obtains capital from the other party. However, the decision to borrow capital, they must consider the prevailing interest rate and the rate of return on investment. Analysis of the data showed an increase in understanding of good business credit management among the target community.

Before the counseling was conducted, the average level of understanding was 41% and after the counseling, their understanding increased to be 61 percent. The activity recommended that activities must be sustained in the target communities who have at least a high school education and are between 21-40 years old.

Keywords: MSMEs, Credit management, Counseling

41**PEMBUATAN PRODUK PUPUK ORGANIK UNTUK OPTIMALISASI PROGRAM PAWON URIP DI DESA KEBONAN KECAMATAN KLAKAH KABUPATEN LUMAJANG**

¹⁾Yudha Alif Auliya, ²⁾Rahayu Widianingsih, ³⁾Tazkia Nurfauziana, ⁴⁾Tito Adrean Maulana, ⁵⁾Ariza Abrar Maulana, ⁶⁾Dwi Yuni Lestari, ⁷⁾Muhammad Rafi Krisnanda, ⁸⁾Amanatta Zahra, ⁹⁾Eva Novi Anggraini, ¹⁰⁾Dimas Rangga, ¹¹⁾Mohammad Puji Alfikri

¹⁾⁻¹¹⁾Universitas Jember

ABSTRACT

The community's service program is called for reinforcing knowledge of the region's potential use of organic fertilizer training as an effort to optimize the pawon urip program in Kebonan Village, Klakah, Lumajang. The potential for huge farms and gardens in the village was still short, and the amount of fertilizer produced by the yield was reduced. Stunting problems in the village of bonan require nutritious, safe food intake. In some of these problems, it is necessary to tackle these problems by training them in the production of organic fertilizer.

Implement methods conducted with demonstration based training. These steps of community service include discussion on the problem, preparation of tools and materials, training activities using demonstration methods, evaluation of the process of building organic fertilizer. The training goes through manuals, video manuals, and organic fertilizers' training activities. The training goes through manuals, video manuals, and organic fertilizers' training activities.

Keywords : Pawon Urip, Organic fertilizer, Stunting

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**PELATIHAN MENULIS KARYA FIKSI UNTUK MENINGKAT-
KAN KEMAMPUAN JURNALISME SASTRAWI
(PELATIHAN PADA MAHASANTRI "MA'HAD ALY"
PONDOK PESANTREN TAHFIDZ
MODERN MADINATUL QUR'AN KOTA DEPOK)**

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ABSTRACT

The purpose of the activity is to improve the literary journalism skills of students, through creative writing. This ability is dominantly needed, because it relates to the competence of da'wah communication in the demands of adaptability of using new media. The implementation method is carried out by training in writing literary works and lectures on various developments of literary journalism.

Through this activity, the students gain technical insight and how to develop creative ideas to be developed in verbal communication and nonverbal communication. Verbal communication is by writing and preaching, while non-verbal communication is in forming the character of students who are multitasking as adaptive resources, who are highly competent in socio-religious and using new media technology.

Keywords: Training, Fiction works, Literary journalism, Adult students

43**MANAJEMEN RESIKO BISNIS PAKAIAN IMPOR BEKAS
(PENYULUHAN PARTISIPATIF PADA “MAHAD ALY”
YAYASAN PONDOK PESANTREN TAHFIDZ
MADINATUL QURAN SUKMAJAYA DEPOK)**

¹⁾Misnan, ²⁾Prisila Damayanty

^{1,2)}Institut Bisnis dan Informatika (IBI) Kosgoro 1957

ABSTRACT

Business and entrepreneurship are alternative solutions to problems for graduates of Islamic boarding schools, one of which is fashion rebranding which can be done without a long process. Fashion products are cheap and in accordance with the passions of the young people, which emphasize the differentiating side, so imported clothes are better choices. In fact, due to its “cheap” value, many teenagers are interested in not only using it as a user but as a reseller. Problems then arise, including aspects of legality, halal, hygiene, the risk of large-scale purchases.

The purpose of this program is to provide education on the risks of doing business with imported used clothing if the scale of purchase (for resale) is already on the “bale” scale (closed packaging that cannot be seen). With this counseling, resellers can have a comprehensive insight into risk management: sales risk, risk of community/religious leaders justification, halal-haram, legal/illegal, until most importantly able to calculate carefully the estimated contents of the ‘bales’ in question. This is business foresight, miscalculation will be fatal to no return of capital. Problem solving method is counseling.

The training is intended to broaden the horizons of students (ma’had aly) in anticipating all the risks of doing business with imported used clothing. The results obtained are that quantitatively, the high risk of used clothing is the number of damaged goods whose percentage is very high, so the potential for failure to sell is very dominant. For students, Mahad Aly will buy retail or goods that are clearly displayed, so the invisible objects are clearly known. Purchases with wholesale and bulk systems are still being debated.

Keywords : Mahad Aly, Business, Risk, Import reused goods

44**REBRENDING DAN OPTIMALISASI PEMASARAN
MENGUNAKAN DIGITAL MARKETING UNTUK
MENINGKATKAN PENJUALAN OLAHAN JAMUR TIRAM
PADA KELOMPOK JAMUR TIRAM. "MANUT"**

¹⁾Yudha Alif Auliya, ²⁾Muhammad Risky Nashrul Anam, ³⁾Indah Puspita Sukma Dewani, ⁴⁾Christian Ardinata, ⁵⁾Abdullah Abdul Kholiq, ⁶⁾Gita Fegi Ramadanti, ⁷⁾Zahrotul Islamiyah, ⁸⁾Eni Hoirum Munawaroh, ⁹⁾Titris Maulida Rindrasari, ¹⁰⁾Hanifah Rosyida Herlantari, ¹¹⁾Zulfa Saidah

¹⁾⁻¹¹⁾Universitas Jember

ABSTRACT

KPJT (Oyster Mushroom Farmers Group) Manut is a business group for oyster mushroom cultivation and processed oyster mushroom products located in Klakah Village. KPJT Manut is one of the pioneers of unique products made from processed oyster mushrooms with an empowerment-based business group system. Business units that are members of KPJT have the opportunity to develop into long-term business ventures. Therefore it is necessary to manage business development through good financial and marketing management.

This effort is carried out to empower the business units of KPJT Manut so that they are willing and able to carry out business management as expected and make each business unit run sustainably. The implementation methods include field surveys, counseling, and monitoring and evaluation. Based on the assessment results for one week, there was an increase in the demand for processed mushroom products by 20% after applying digital marketing techniques.

Keywords: Financial management, Marketing management, Entrepreneurship, KPJT Manut, Klakah Village

45**PENYULUHAN ARTI PENTING PEREMPUAN DALAM
MENINGKATKAN PEREKONOMIAN
MENGHADAPI ERA 4.0**¹⁾Ryantori¹⁾FISIP, Universitas Prof.Dr.Moestopo (Beragama)**ABSTRACT**

In the context of work or regarding work issues, so far women have been in a weakened position with assumptions based on – which are not necessarily true and still need to be further proven – that men are still more important than women. In the 4.0 era, such an assumption seems to be very outdated. Women can no longer be in the back position. Women must participate in improving the economy. For this reason, it is necessary to provide counseling so that proper understanding and knowledge related to this matter can be disseminated in the community, especially women.

The method of delivery is done by using the audience technique. The results of the activity had a positive impact in increasing the understanding and knowledge of the participants who took part in counseling activities related to the role of women in improving the economy, especially on the micro, small and medium scale.

Keywords : The Role of Women, Micro, Small, Medium-scale economy, Era 4.0

46**PENGEMBANGAN SISTEM INFORMASI SEBAGAI UPAYA
PENINGKATAN TRANSPARANSI DAN AKUNTABILITAS
PENGELOLAAN BUMDES SUMBER REJEQI DESA JATIURIP**

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¹⁾Program Studi Sistem Informasi Universitas Jember,

²⁾Program Studi Perpajakan, Universitas Jember

ABSTRACT

Jatiurip Village is a village located in Krejengan District, Probolinggo Regency, and has an administrative area of 260,585 hectares consisting of 10 hamlets. There is a BUMDes Sumber Rejeqi which aims to increase village community income and village original income and improve the village economy. The principles of BUMDes management include cooperative, participatory, transparent, accountable, and sustainable management. This BUM Desa has savings and loan services, duck farms, and e-warung.

According to BUM Desa Sumber Rejeqi, the business sector that has positive potential in improving the village economy is the duck farming sector, because it has a fairly stable profit rate. On the other hand, BUM Des has a central problem, namely the lack of financial transparency on the part of customers. Duck livestock entrepreneurs are unable to present data so BUM Desa managers find it difficult to monitor the financial turnover that occurs. In addition, the problem that often occurs is errors in accounting calculations.

Based on these problems, the servants carry out service activities by developing Village Owned Enterprise Electronic (E-BUMDes) to increase the productivity of BUM Desa and fix problems that exist in the duck livestock business sector. E-BUMDes is an accounting system from BUM Desa Sumber Rejeqi that can facilitate managers in carrying out financial and capital distribution because the accounting system is already web-based.

Keywords: BUMDes, UKM, EAP

47**PEMBIMBINGAN PENYUSUNAN PERENCANAAN KEUANGAN DAN INTEGRATED MANAGEMENT SYSTEM PADA YAYASAN MESJID AR-RISALAH PEJUANG**

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²Institut Bisnis dan Informatika (IBI) Kosgoro 1957

ABSTRACT

With the potential for a lot of Muslim funds, this community service aims to help institutions such as foundations, especially mosques that do not yet have an integrated financial management and management system by trying to use the results of research on the Integrated Management System (IMS) at the Mesjid Ar-Risalah Pejuang Foundation. The service implementation procedure conducts discussions and workshops.

After the implementation of this community service activity, it was concluded that the skills in managing finances for mosque administrators increased, after the evaluation it was found that the results of the IMS application in educational institutions had a significant impact on improving the management of each aspect, so that this community service succeeded in transferring knowledge to partners and improving performance.

Keywords : Financial Planning, Integrated Management System, Mosque Management

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**PENGEMBANGAN PASAR BAGI UMKM BINAAN
PERTAKINA MELALUI WEB-COMMERCE**

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²⁾Fakultas Teknik Universitas Dr. Soetomo.

ABSTRACT

Pertakina as an organization has been established since 2007. Pertakina has members with various categories (a) former migrant workers, (b) families of migrant workers who own or are starting a business, (c) residents who have joined to become independent entrepreneurs. Until now, PERTAKINA has 256 members, 68 of whom already have businesses and 82 are starting businesses. The problem they face is how to increase marketing to increase production scale. The movement carried out by Pertakina is to foster a pioneering spirit of business for former overseas migrant workers so that they can become independent entrepreneurs and can work in peace with their families. Some of the problems faced by Pertakina are (1) Some business actors do not yet have a brand or brand for their businesses or products, (2) Already have an institutional website but do not yet have media to display digital products (3) Business is handled in a household manner so that it requires outreach connectivity wider business. With the emergence of these problems, the community service team compiled a program, namely: (1) Brand development training by increasing product value with delivery exposure, photographic displays, (2) Creation of web-commerce that displays a variety of Pertakina MSME products. With this website, it will become a storefront for Pertakina products.

Keywords: Pertakina, UMKM, WEB-COMMERCE

49**EDUKASI DAN PENANAMAN SEMANGAT PELESTARIAN
SENI GONG SI BOLONG PADA KOMUNITAS
PEMUDA DEPOK**

¹⁾Irzan Soepriyadi, ²⁾Agus Hitopa Sukma, ³⁾Yos Soejarminto,
⁴⁾Iswahyu Pranawukir

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³⁾ Universitas Pelita Bangsa, Jawa Barat

ABSTRACT

Although the art of Gong Si Bolong has won several awards at the West Java provincial level, its existence has decreased in interest among young people as the successor to the original culture in Depok City, West Java. Even though the art of Gong Si Bolong contains many meanings, it is even said that it contains the magical power of a melodious voice for the we. To maintain the preservation of one of the cultures in West Java which is native to Depok City, the IBI Kosgoro 57 Community Service Team conducted education, motivation and replanting of Gong Si Bolong Arts among the youth community of several Karang Taruna in Depok City.

The method used is through counselling and training knowledge about the art of Gong Si Bolong directly with the results achieved, among others 1) Knowing the importance of art culture and foreign culture in particular, 2) introducing cultural threats that will reduce the uniqueness of a local culture as a unifier across generations and history , 3) Creating a commitment to Gong Si Bolong Arts among the youth community, 4) Creating potential successors to Gong Si Bolong Arts as the successor of that culture for the preservation of a nation's artistic culture.

Keywords : Gong Si Bolong Art, Preservation, Youth Role

50**POLA BELAJAR YANG SEHAT DI TENGAH PANDEMI COVID SISWA
SMK 3 PERGURUAN CIKINI SRENGSENG SAWAH
JAKARTA SELATAN**

¹⁾Triyono Adi Tristanto, ²⁾Delila Rambe, ³⁾Romli

¹⁾⁻³⁾Institut Bisnis dan Informatika (IBI) Kosgoro 1957

ABSTRACT

The topic of Community Service with the title Healthy Learning Patterns in the Middle of the Covid Pandemic was welcomed by the accompanying students and teachers which was held at the IBI Kosgoro 1957 Campus, Jakarta. This is due to the pandemic conditions which have resulted in teaching and learning activities being carried out online or on-line so that children or school students tend to get bored and even experience learning stress and weak learning motivation. The use of gadgets as learning tools also tends to be less than optimal because students can use gadgets freely outside of study time and anywhere. This activity is temporary. The servant conveys it in the form of counseling and question and answer which is carried out formally such as studying at school with due observance of health protocols. The participants carefully followed the material provided and were enthusiastic about asking questions so that students could be motivated and have a high awareness of learning and using gadgets as learning tools. The driving factor in this activity is that in general school children experience boredom in learning and their motivation is weak during online learning because there is no direct interaction between teachers and students and SMK 3 Sekolah Cikini Srengseng Sawah which is a vocational school that requires a lot of hands-on practice with meet and interact at school. The inhibiting factors in this program are limited time and the pandemic conditions that are still in effect Large-Scale Social Restrictions (PSBB) in South Jakarta, especially in Srengseh Sawah, which require face-to-face counseling to comply with health protocols and limit the number of participants.

Keywords: BUMDes, UKM, EAP

51**PENDAMPINGAN KEWIRAUSAHAAN MAHASISWA IBI
KOSGORO 1957 UNTUK PENINGKATAN SKALA USAHA
MUTIARA BUBBLE DI DEPOK**

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ABSTRACT

Community Service was carried out in the business activities of IBI Kosgoro 1957 students in the field of soft drinks in the form of Bubble drinks, located on Jl Arief Rahman Hakim No.64, Beji Depok, West Java. The program implemented by the team is in the form of an entrepreneurial concept based on business science. The activity was carried out with initial stages in the form of problem identification, needs analysis using the SWOT method, question and answer and observation and continued with counseling and assistance using the Business Model Canvas.

Assistance activities are carried out in four stages, namely: Basic Management Assistance for SME management, Assistance in Preparation of Business Plans, Assistance in preparation of financial reports and Assistance for Access to Capital which aims to develop and increase business scale. number of students who wanted to become entrepreneurs increased to twenty percent.

Keywords : Entrepreneurship concept, Mentoring, Business Scale

52**PEMBERDAYAAN MASYARAKAT MELALUI PENGOLAHAN LIMBAH
MINYAK GORENG PADA KELOMPOK UMKM
KAMPUNG KERUPUK SURABAYA**

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ABSTRACT

The condition of soaring cooking oil prices certainly makes business actors anxious about the sustainability of their business. For this reason, business actors need to look for alternative business units by utilizing the remaining available materials, one of which is waste cooking oil or used cooking oil. The purpose of this community service program is to encourage people to improve their skills in processing waste cooking oil into environmentally friendly laundry soap in order to increase their income.

Partners in this community service program are the MSME group in Surabaya Cracker Village, most of which are cracker producers. The implementation method is in the form of training and counseling regarding the process of making laundry soap from used cooking oil and its marketing strategy.

The process of making laundry soap from used cooking oil is quite easy with inexpensive tools and materials. The MSME community of Kampung Kerupuk Surabaya was very enthusiastic about this activity. Knowledge and skills in developing marketing strategies and product innovations are increasing so that all participants are motivated to produce used cooking oil laundry soap independently and sustainably.

Keywords: crackers, cooking oil, laundry soap, environmentally friendly

53**PENDAMPINGAN MELUKIS MURAL DINDING SEKOLAH
UNTUK GURU DI RA PERWANIDA 1 TEGALDLIMO**

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^{1), 2)}PIAUD, Tarbiyah, IAI Ibrahimy Genteng Banyuwangi

ABSTRACT

Community service regarding assistance in painting school wall murals for teachers at RA Perwanida 1 Tegaldlimo was motivated by the condition of the school walls which were damaged and needed to be renovated. In addition, this dedication was also motivated by the results of an interview with the Principal of RA Perwanida 1 Tegaldlimo who revealed that RA Perwanida 1 Tegaldlimo wanted to make wall paintings so that the classroom atmosphere became more fun for children. This desire is difficult to realize due to limited funds and the ability of teachers.

The purpose of this service is to provide training and mentoring for teachers of RA Perwanida 1 Tegaldlimo on mural painting techniques so that teachers do not have to spend a lot of money to paint school walls. The method used is mentoring and training in three stages, namely preparation, implementation, and monitoring and evaluation.

After this service program was carried out, the ability of teachers to paint using mural techniques developed so that teachers at RA Perwanida 1 Tegaldlimo did not have to spend a lot of money to paint school walls. The teachers have been able to make their own mural paintings without having to hire the services of others.

Keywords : Mentoring and Training, Painting Murals, Teachers

54**PENINGKATAN KEMAMPUAN BERBISNIS DI MARKETPLACE BAGI MUSLIMAH MAJELIS TAQORRUB ILALLAH (MTI) BEKASI MELALUI PELATIHAN DIGITAL MARKETING**

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¹⁾⁻⁴⁾Program Studi Administrasi Bisnis

ABSTRACT

This training activity is intended for members of the Ilallah Taqorrub Assembly organization, especially female members (Muslim women) whose address is at Jl. Swallow No. 101 RT. 06 RW. 02 Mekar sari Kec. South Tambun Kab. Bekasi 17510. The goals of the service program are: 1) providing education about how to do business in the marketplace, 2) introducing digital marketing concepts, and 3) training in the creation of attractive marketing content according to the Marketing 4.0 concept.

Implementation method: first, do a pre-test. Second, providing basic knowledge of offline and online business, digital marketing, and training to create attractive digital marketing content according to the Marketing 4.0 concept. Third, question and answer and discussion. Fourth, do a post-test. The output of PKM is that there is an increase in the number of participants who use online platforms. Participants who use the WhatsApp online platform are 15 people or 100% of all participants, Instagram is 7 people or 47%, Website is 1 person or 7%, Facebook is 4 people or 57% and the marketplace is 7 people or 47%.

Keywords: Training, Online, Digital Marketing, Majelis Taqorrub Ilallah

55**PSIKOEDUKASI PENDIDIKAN SEKS KEPADA GURU DAN MURID SEBAGAI UPAYA PENCEGAHAN KEKERASAN SEKSUAL PADA ANAK SD**

¹⁾Fitriatul Masruroh, ²⁾Ellyana Ilsan Eka Putri, ³⁾Fathi Hidayah

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³⁾PAI, Tarbiyah, IAI Ibrahimy Genteng Banyuwangi

ABSTRACT

Community service on the socialization of sex education to teachers and students aims to increase understanding and anticipatory skills against sexual violence in children as an effort to prevent sexual violence in children. This dedication is also motivated by the results of cases of sexual abuse in children which are increasing every year so it is necessary to do prevention through psycho-education on sex in children.

The method used is mentoring and training which consists of three stages: preparation, implementation, and monitoring and evaluation. After the service program was carried out, the ability of teachers and students showed that sex education could improve teacher and student understanding regarding anticipatory methods in preventing sexual violence.

Keywords : Psycho-education of Sex Understanding, Sexual Violence, Teachers, and Students

56**PELATIHAN SMART-PLANT-GARDENING BAGI KARANG TARUNA
SAAT PANDEMI COVID-19**

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ABSTRACT

The programme objective is to increase the number of young entrepreneurs in Indonesia, especially for members of Karang Taruna RW 15 Srengseng Sawah organizations through the dissemination of information about smart-plant-gardening. The method are counseling and practical training activities. This activity has succeeded in increasing the knowledge of participants. It comes from the percentage number of participants knowledge. Before activity, the percentage of knowledge participants about smart-plant-gardening is around 20 percent. After training, its increased to 93 percent.

The material on business opportunities and revenue projections impacts on participants interest in entrepreneurship. Based on data from pre-activities, 40 percent of participants were initially not interested in doing this business. After the activity, 100 percent of the participants express their interest in doing business with fresh vegetables as a product of smart-plant-gardening. Participants's technical knowledge of smart-plant-gardening increase from 50 percent to 90 percent. All participants state that this activity is useful. The results above indicates that the community service has increased the knowledge and sense of business among Karang taruna RW 15 Srengseng Sawah members.

Keywords: Pelatihan, Online, Digital Marketing, Majelis Taqorrub Ilallah

57**PENINGKATAN KESADARAN BERBANGSA DAN BERNEGARA
PADA PEMUDA KARANG TARUNA SRENGSENG SAWAH
JAKARTA SELATAN**

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Hasibuan

¹⁾⁻³⁾Program Studi Manajemen Fakultas Ekonomi IBI
Kosgoro 1957 Jakarta

ABSTRACT

Building the young generation's contribution in national development is an continuously effort for IBI Kosgoro 1957. the purpose of this community service is government assisting, to increase the srengseng sawah youth organization's national consciousness through the Pancasila, UUD 1945, NKRI and Bhinneka Tunggal Ika instilling. The implementation of the activity consists of three main activities. The first activity was socialization and interactive discussion between the team and the participants. This activity was a knowledge sharing regarding the understanding of Pancasila, UUD 1945, NKRI and Bhinneka Tunggal Ika. The second activity was the socialization of the youth's role in Indonesia's national development. The third activity was the evaluation activity. The number of participants reached 188 members of the srengseng sawah youth organization district of Jagakarsa South Jakarta.

The results showed that for the first socialization, the average knowledge of participants about Pancasila, UUD 1945, NKRI and Bhinneka Tunggal Ika after the activity, increased from 46 percent to 59 percent. The second post-socialization analysis, participants's understanding of the youth's role in national development, from 49 percent increased to be 60 percent. Based on the evaluation results of the opinion polling, there are three areas that are most interested by participants related by their role in national development, which are: economics and business, education and arts/tourism.

Keywords : Youth organization, Pancasila, UUD 1945, NKRI, Bhinneka Tunggal Ika

58**PENJUALAN PRODUK BERBASIS DIGITAL MARKETING BAGI
PELAKU USAHA UMKM DI KECAMATAN JAGAKARSA, JAKARTA**

¹⁾Obing Zaid Sobir, ²⁾Dedeh, ³⁾Sylvia

¹⁾⁻³⁾Program Studi Administrasi Bisnis Fakultas Ilmu
Sosial Ilmu Politik IBI Kosgoro 1957 Jakarta

ABSTRACT

Digital Marketing is one of the media that is currently in great demand by the public as well as a supporter in daily activities. Slowly, many people are starting to leave conventional marketing methods and switch to digital. Audience The target audience of this PKM (community service) activity are micro, small and medium business entrepreneurs and administrators and other community members who are interested in the Jaga Karsa sub-district, Madya City, South Jakarta, which is accommodated by the Indonesian Community of Congregational Success (KSBI) Jagakarsa District, South Jakarta.

Selling products based on digital marketing for MSME business actors, the benefit is that it makes it easier for MSME actors to provide information and interact directly with consumers, expand market share, increase awareness and increase sales for MSME actors.

Keywords: Digital Marketing, Product Sales, Micro, Small and Medium Enterprises

59**PELATIHAN PENINGKATAN KETERAMPILAN UMKM MELALUI
PENDAMPINGAN PENYUSUNAN LAPORAN KEUANGAN PADA
USAHA UMKM D'GEPREX AYAM**

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Informatika Kosgoro 1957, ²⁾Sekolah Tinggi Ilmu
Ekonomi Galileo

ABSTRACT

MSMEs that are widespread in Indonesia, especially in Jakarta, certainly face their own challenges. Fortunately, currently, MSMEs cannot be separated from a number of stimulus programs that have been launched by the government since the beginning of the Covid-19 pandemic that hit Indonesia. The number of MSMEs is increasing from year to year, but only a few MSMEs have experienced developments in terms of financial performance. This is because MSMEs still have little knowledge of the accounting recording process accompanied by low awareness of the importance of accounting information in the business world. Therefore, community service activities in the form of simple accounting introduction training for MSMEs are still very much needed.

Financial management is one of the important aspects of the progress of MSMEs. Financial management can be done through Accounting. Accounting is a systematic process to produce financial information that can be used for decision-making for its users. The use of accounting can support the progress of MSMEs, especially in terms of finance. Based on this, the service method used is simple accounting assistance for MSMEs.

Keywords : MSMEs, Mentoring, Preparation of Financial Statements

60**MODEL ADMINTRASI KEUANGAN BERBASIS SPECIAL JURNAL
UNTUK PAUD KASUWARI**

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ABSTRACT

This article is a report from community service which aims to provide simple financial reports through a special journal application in presenting PAUD KASUWARI financial reports. Therefore, the main problem of this service is what accounts are needed, what types of reports are needed, and what tools can ensure the implementation of the administrative improvement program.

The results of the service show that the required accounts are 24, ranging from cash to other expenses. The required reports are Cash Receipts Journal, Cash Disbursements Journal, and other journals, including Balance Sheet Reports, Operational Reports, and Changes in Capital Reports as well as Cash Flow Statements and Notes to Financial Statements. The tools used to guarantee a simple administrative repair program are Microsoft Office and Excel.

Keywords: Administrasi Keuangan, Akuntansi, Laporan Keuangan

61**PENYULUHAN TENTANG HIDUP BERSIH DAN SEHAT BAGI MURID SEKOLAH DASAR**

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ABSTRACT

Elementary school students are the nation's next generation whose their health need to be maintained, improved and protected. The aim of community service program was increase the awareness of environmental cleanliness and health for every student, teacher, and school community. The expected benefits of the activities were health quality improving, the learning productivity increasing and creating a healthy school environment. This can be an example for clean and healthy living habits that are applied by scholars in everyday life.

There are main four activities: washing hands with soap under the running water; get regular body exercise; throwing the trash into the sorted trash; and neat and clean clothes wearing. The success of this program is measured by the number of students who understand and are willing to do the suggested activities. It increased their knowledge of clean living.

Keywords : Elementary students, Clean Lifestyle, Health Lifestyle

62**BANTUAN MINYAK GORENG UNTUK MEMBANTU PARA
PELAKU SEKTOR INFORMAL SENTRA PKL
SEMOLOWARU SURABAYA**

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tas Dr Soetomo

ABSTRACT

The increase in cooking oil prices severely hit the household sector or the informal sector of small traders or street vendors (PKL). The COVID-19 pandemic has caused a decrease in income due to lonely customers plus a very high increase in cooking oil prices, causing street vendors to slump. This condition certainly requires assistance to find solutions to the problems faced by street vendors. The Head of the East Java Islamic Women's Region in collaboration with the Women's Organizational Cooperation Agency (BKOW) of East Java Province provided free cooking oil assistance to street vendors. The implementation of this activity is at the Semolowaru Street Vendor Center, Surabaya. The target of the activity is informal sector actors, namely street vendors.

The objectives of this activity are: (1) to assist the informal sector actors, namely the Semolowaru PKL Center, Surabaya to be able to carry out their business activities while waiting for government policies in an effort to reduce the price of cooking oil, (2) to provide services to the community that supports the implementation of general government tasks and development. . The method used is the method of partnership and collaboration with BKOW (Women's Organizational Cooperation Agency) East Java Province which can provide cooking oil at low prices. The result of the activity is that the street vendors feel happy and are very helpful so they want this activity to be carried out more often.

Keywords: Informal sector, Street vendors, Cooking oil prices

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MOTIVASI MENABUNG PADA REMAJA MASJID HIFZHUL AMANA, JAKARTA

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ABSTRACT

This community service activity aims to socialize saving in the target community. This is based on the low interest in saving for the majority of Indonesian people. With a little saving, welfare will be difficult to fulfill and it has the potential to cause them to become poor.

To socialize this, the most appropriate target is teenagers or children. Inculcating the habit from an early age will make them accustomed to saving tomorrow. The findings show that the participants have not had time to save and their parents also have no role in motivating this.

Keywords : Savings, Lectures, Financial Management, Children's Education

64**SOSIALISASI PELATIHAN MARKETPLACE PADA PELAKU USAHA MIKRO KECIL DAN MENENGAH (UMKM) DENGAN WEBSITE EDUCATION MARKETPLACE**

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ABSTRACT

This Community Service activity is in the form of socializing marketplace training with a marketplace educational web to Micro, Small and Medium Enterprises (MSMEs) players in the West Jakarta area. This is carried out to support the government's efforts to encourage the acceleration of digital technology adoption for MSMEs so that they are able to adapt to changes in consumer behavior in the current digital era. The purpose of the activity is to increase the knowledge and skills of MSME actors so that they can sell/market products by utilizing the existing marketplace platform. Activities are carried out online using the zoom application with a 3 stage method, namely planning, implementation and evaluation. This outreach activity was delivered using a marketplace presentation and training method using the "Education Marketplace" website to 20 MSME participants in the West Jakarta area.

The expected result through this socialization is the achievement of increasing knowledge and skills of MSME actors in using the marketplace as a marketing tool. The results of the activity show that the motivation to use the marketplace is high. In the evaluation session, the results of the questionnaire showed that 20 MSME actors, 80% of whom stated that this activity was very important and would soon be implemented. While the remaining 20% stated that trainings to improve knowledge and skills related to the operationalization of the marketplace must still be carried out on an ongoing basis.

Keywords: Marketplace, Digital Web Technology "Education Marketplace", MSME

65**ALTERNATIF PEMBELAJARAN PAJAK BERBASIS TEKNOLOGI
BAGI SEKOLAH MENENGAH ATAS
DI TANGERANG SELATAN**

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⁴⁾Augury El Rayeb, ⁵⁾Fitriyah Nurhidayah

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ABSTRACT

Taxes are getting a look at something that is hard for students, there are calculations and continuous learning for tax managers so that they can still adjust to the latest policies, including during the Covid-19 pandemic. One of the candidates for tax managers and even taxpayers are senior high school students who are taking accounting and tax lessons. Therefore, the Community Service (PkM) team sees the problems of learning accounting courses, especially taxation, as important things that need to be the main focus of handling tax education programs.

The PkM team has been focusing on continuing an effective and efficient learning education agenda, especially at the high school level in South Tangerang. This PkM activity is an effort to support tax learning so that it is no longer considered difficult and boring for students. The seminar was carried out by gathering a number of 40 students from the secondary schools involved and conducting interviews with the participants. The results of the interviews showed that there was an increase in students' knowledge of the latest material about alternative tax learning with technology that made learning tax easy, interesting, and no longer difficult.

Keywords : Tax, Technology, High School, Alternative Learning

66**MOTIVASI, ADMINISTRASI, MARKETING DAN
PENGEMBANGAN PRODUK: METODE PENINGKATAN
PENDAPATAN PADA KELOMPOK USAHA KUE BALI**

¹⁾Cokorda Istri Mas Kusumaningrat, ²⁾Aditya Manggala,
³⁾I Komang Trisna Eka Putra, ⁴⁾I Wayan Sugiartana

1)-4) Program Administrasi Bisnis, Sekolah Tinggi Ilmu Sosial
Politik Wira Bhakti,

ABSTRACT

The unsatisfactory development of the cake business group, both in terms of quantity and quality of sales, certainly has the potential to worsen the quality of life of the Tirta Nadi cake business group. If there is no strategic solution, then this will have an impact on the regional economy. Through training methods from aspects that are considered important, with resource persons who are competent in their fields, as well as with assistance that provides control over the training process, it is considered sufficient to answer the problems of the Tirta Nadi cake business group.

This community service motivates the Tirta Nadi traditional cake business group in terms of business development. The training covers financial administration and marketing strategies as well as providing assistance to Tirta Nadi traditional cake business groups in an effort to increase income.

The author found that the strategy implemented was still not optimal and so many cake products were not sold and had to be consumed by themselves. The results of this service activity have achieved the initial goal of the activity, which is to add insight to the Tirta Nadi cake business group. The addition of this insight can be seen in several participants who are motivated to improve their marketing strategies that are better than before.

Keywords: Motivation, "Tirta Nadi" Cake Business Group, Marketing and Products

67**HAK PATEN MEREK SEBAGAI PERLINDUNGAN HUKUM DAN
KEBERLANJUTAN BISNIS UMKM DI BREBES DALAM
BERSAING**

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²Universitas Negeri Jakarta

ABSTRACT

Brebes Regency is the largest producer of commodities at the national level. Brebes has a lot of potential natural resources that can be used as local superior products. Brebes' superior products include shallots, batik salem, decorative ceramics, and tambourines. Another excellent product is salted eggs produced by ducks which are traditionally processed and already have high popularity for their deliciousness and quality. This commodity is undoubtedly differentiated, completely different from other regions. Brebes also has batik with superior quality under the name Batik Salem.

The demand for Brebes' superior products, both local and even export, continues to increase. The results of the survey and observation followed by the socialization of how to register for patents are of course very important. Through this service activity, it is hoped that MSME actors will be more confident in facing all business competition so that they are able to have an advantage in competing in a sustainable manner, with stable profits in the long term.

Keywords : Brand Patent Rights, Protection, Business Sustainability, Brebes SMEs



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