# Bilingual Digital Eduliteracy For Marketing Management Of Small And Medium Enterprises Centers In Ilomata Village, Bilato District

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*Abstract.*
*The importance of the existence of UMKM is able to support the surrounding economy and be able to revive other supporting local businesses. This community service aims to: 1) There is a need for community provision and understanding of the concept of digital-based marketing as a support for business activities in the village, 2) Facilitate access to village sales and production processes so that community businesses can run smoothly, 3) There is a need for bilingual digital eduliteration to the community as an effort in marketing in the village. This community service includes five stages including the preparation stage, the implementation stage, program preparation, program implementation, and reporting. At the preparatory stage, the team conducted a location survey and recruited participants for the service, and at the implementation stage there were several stages carried out by the team including: problem identification and needs analysis. The results of program implementation showed that the results of an internal meeting held by Ilomata KKNT students and the head of Ilomata Village had concluded several problems that would become priority work for students in Ilomata Village, including: 1) the problem of stunting; 2) Identity of UMKM in Ilomata Village; 3) Awareness of loose animal breeders. Each of these problems has been carried out by UNG KKNT students well through the stages of socialization and counseling, labeling of UMKM identities, as well as installing billboards related to regulations for loose animal breeders. The conclusion from this implementation is that every activity carried out is inseparable from the role of the Ilomata community, village government, and Bilato sub-district government in solving every problem faced by Ilomata village.*

*Keywords: Bilingual Digital Educliteracy, Marketting, and UMKM.*

## I. INTRODUCTION

Towards the current era of reform 4.0 and e-learning 5.0, the small and medium enterprise sectors continue to appear as a savior of its role and contribution to the regional economy. The strategic role of small and medium enterprises sectors in society could be seen from the percentage of 99.9% - business units in Indonesia are able to absorb nearly 97% of the workforce in Indonesia (UMKM Outlook 2017, http://fokus-umkm.com/umkm-outlook-2017/)   The data above shows that the importance of the existence of UMKM (small and medium enterprise sectors) is able to support the surrounding economy and be able to revive other supporting local businesses. Unfortunately, some of the problems in developing the economy in villages, especially for UMKM, occur in the lack of human resource competence in the field of education.In the aspect of education, several problems have been highlighted, including the problem of the dropout rate which has an impact on the growing unemployment rate. This is caused by the lack of literacy of students in the class. Literacy is a person's ability to understand information when carrying out the process of reading and writing and using their potential and skills. The meaning of literacy is not just the ability to read and write but also to add knowledge, skills and abilities that can make a person have the ability to think critically, be able to develop potential and participate actively in community life (Alberta: 2009). Cordon (2003) adds that literacy is defined as the imagination of other scientists to explore the world and knowledge broadly based on meaningful references.Irene and Gay (2001) assumed that quality literacy values are reflected when students successfully apply what they have learned and put it into their own writing.

When integrated with digital literacy, digital literacy is the ability to create information using various digital technologies. Due to the use of digital, to change digital media, to easily adapt to new forms. Digital literacy includes hardware, software, internet and mobile phones. David & Shaw (2011), digital literacy is the ability to connect with hypertextual information in the sense of reading out of sequence with the help of a computer.Important things that people need to know in developing their business in the village. There is another approach to digital literacy as explained by Jones and Hafner (2012) which states that in general digital literacy is also related to how a person uses media (such as the internet) for his needs. UMKM

entrepreneurs know about digital literacy because they remember that data and information will continue to develop without control. If every individual does not equip himself with digital literacy, it will be increasingly difficult to find truly valuable information. Digital literacy is the ability to create and share in various modes and forms, to create, collaborate and communicate more effectively and to understand how and when to properly use digital technology to support the process (Hague, 2010:2).In accradence with digital literacy, character has an important role in supporting students' mindsets in learning, and it can improve student achievement in learning. When associated with the opinion of Widyahening & Wardhani (2016), character education has an important role in human life, especially in protecting oneself, shaping one's personality based on each individual's self-confidence, and even having good behavior to respect each other's differences. For this reason, character education in the form of digitization needs to be applied to students to help them improve their learning achievement.

The importance of digital literacy can not only be carried out in formal education but can also be applied to people who have businesses. As is the case with current conditions that demand that every educational institution be able to integrate technology into business activities. Before the pandemic, business activities were still carried out normally by selling at markets or selling places in general. However, it is this pattern of marketing habituation that is ultimately changed based on the context of digital-based marketing that uses technology as a sales intermediary.Unfortunately, the marketing process based on digital literacy, as it is applied in formal education, should not be applied in the business world. Most of the small and medium businesses in Ilomata Village are only used to implementing manual marketing efforts which are only limited to selling their products to the community door to door. This happened in Ilomata Village based on observations, some people only did marketing manually, even preparing financing proposals, accounting administration and financial records were still traditional. For this reason, the team took the initiative to do community service in this village to implement bilingual eduliteracy for the small and medium business community through the use of technology for institutions to make it easier for them to do online marketing.

## II.    METHODS

The description of the action of the community empowerment program in this activity is divided into two stages, namely the preparatory stage and the implementation stage of the core activities.

**1. Preparatory Stage**

In this stage, there are two stages that are implemented in the field, namely survey and participant recruitment. At this stage the team is looking for a partner village that will be used as the place for implementing the Thematic KKN Activity Program. Preliminary information regarding UKM data was obtained from the website of the Gorontalo Province Industry and Trade UKM Cooperative Service website that SMEs in the fisheries and marine sector are not only found in the Gorontalo City area, but there are also UMKM in the fisheries and marine sector in the Gorontalo Regency area, to be precise in Ilomata Village. From this information, the activity implementing team immediately conducted a survey in the field, by tracing UMKM and KUBE (joint business sectors) in Ilomata Village, Bilato District. At this stage, the team also implemented the participant recquirement through interviewing some people that have small and medium business in the village.

**2.       Implementation Stage**

This stage involves some steps that covered all activities in community services, namely problem identification, needs analysis for business sectors, program management, program implementation, and report. In program implementation, the team conducted some steps namely, coordination with instance, business management training, E-Commerce Design training, Digital Bilingual E-Commerce Training, monitoring and evaluation.

## III.    RESULTS AND DISCUSSION

As was explained in the previous chapter, the direction of the Ilomata Village Thematic KKN activities refers to bilingual digital eduliteration for the management of small and medium business centers in

the Ilomata Village area. In detail, the flow of Thematic KKN activities in Ilomata Village, Bilato District can be described as follows.

A.      **Pre-Activity**

On October 3, 2022, to be exact, the departure of Thematic KKN students gathered and was directed by field supervisors at the UNG chess field to check student preparation and completeness to go to the KKN location.



**Fig 1.**The Departure of Thematic Students KKN 2022
To Ilomata Village, Bilato District

Tentatively, on the same day, students received directions from field assistant lecturers namely Mr. Haris Danial, S.Pd, M.A. to explain every tentative activity that will be carried out by students at the KKN location. Some of the things conveyed by the accompanying lecturers included: 1) the implementation of Thematic KKN activities in 2022 is oriented towards eduliteration of bilingual management for UMKM actors in Ilomata Village, Bilato District, Gorontalo Regency. 2) the implementation of the Thematic KKN program should ideally be designed according to the core program that has been jointly announced through an eduliteracy program in the form of instilling edupreneurship character for business actors in the Thematic KKN area.

It is hoped that the activities that have been designed by Thematic KKN can provide a partial picture of business actors in Ilomata Village, Bilato District, Gorontalo Regency.

1.   The Acceptance of Thematic KKN Students in Ilomata Village, Bilato District, Gorontalo Regency
     The departure of the Thematic KKN students in Ilomata Village on October 3 2022 who were accompanied by DPL (Field Companion Lecturer) was enthusiastically received by the sub-district and village officials. The Thematic KKN students were welcomed by the officials of the Bilato sub-district, Gorontalo Regency



**Fig 2.** Acceptance of Thematic KKN Students
at Bilato District Office, Gorontalo Regency

The acceptance of KKNT students in the Bilato sub-district was directly appreciated by the Head of the Bilato Sub-District, Gorontalo Regency, namely Mr. Suharto Akase, SKM. In his presentation, he was very enthusiastic about the arrival of KKNT students in the Bilato sub-district as a new color for villages in the Bilato sub-district. He hoped that the presence of KKNT students in every village spread across the

Bilato sub-district would be able to help the village realize the SDGs proclaimed by each village. He also hopes that KKNT students can make a major contribution in the form of breakthrough ideas and creativity that can have a positive impact on village development.Furthermore, the acceptance of KKNT students in the Bilato sub-district has also been appreciated by the village, in this case the head of Ilomata Village, Bilato Sub-District, namely Mr. Tomis Ibrahim. The form of appreciation from the village head of Bilato has been shown through the thanks given by the village head for the presence of KKNT students in Ilomata Village.



**Fig 3.** Acceptance of Thematic KKN Students
at Ilomata Village Office, Gorontalo Regency

Appreciatively, the Head of Ilomata Village, Tomis Ibrahim, said that it was hoped that the arrival of the KKNT students would give a new feel to the village and of course be able to give a good impression to the people in Ilomata Village, Bilato District, Gorontalo Regency. Just like what was entrusted by the Bilato sub-district head regarding SDGs, Mr. Tomis Ibrahim also conveyed to KKNT students to be able to contribute to the development of SDGs in the Ilomata village area. One of the things that the head of Ilomata village complained about was the non-compliance of the villagers who just released their livestock, which disrupted community activities in Ilomata village. This is what the village really hopes for KKNT students to jointly provide solutions and contribute to the problems found in the area.

2.  Preparation of the Thematic KKN Students Work Program in Ilomata Village
    On October 4, 2022, Thematic KKN students in Ilomata Village held an internal meeting with the head of Ilomata Village regarding the tentative program design to be implemented by students in Ilomata Village. The implementation of this activity has been carried out at the Ilomata Village office, Bilato District, Gorontalo Regency.



**Fig 4.** Internal Meeting of KKNT Students and the head of Ilomata Village,
Bilato District, Gorontalo Regency

The results of an internal meeting held by Ilomata KKNT students and the head of Ilomata Village have concluded several problems that will become priority work for students in Ilomata Village, including: 1) the problem of stunting; 2) Identity of UMKM in Ilomata Village; 3) Awareness of loose animal breeders. Regarding the problem of stunting, the village hopes that KKNT students can contribute to the handling of stunting among children/toddlers in the village. Meanwhile, regarding the identity of UMKM, KKNT students are expected to be able to contribute in the form of managing the name or identity of UMKM so that local people can know about the products being traded. Furthermore, regarding the problem of animal breeders, the spotlight is on an unresolved problem among the community, namely the public interest that considers Ilomata village as not yet environmentally friendly. Because a lot of animal droppings are scattered around the roads and fields, including community plants which are often eaten by loose animals, knowing

this problem we received complaints from one of the residents during the presentation of our work program at the Ilomata village office. Actually, the loose animals in Ilomata village are less roaming, it's just that animals from the next village, namely Pelehu village, often roam in Ilomata village.

3. Program Presentation by Thematic KKN Students with the Ilomata Village Official, Bilato District
   Ilomata District KKNT students in Bilato District explained their core program precisely on October 5, 2022. This activity was carried out to coincide with the implementation of the RKPDes meeting held by the village with the aim of integrating the concept of the student core program with the SDGs program that had been designed by the village in the RKPDes.



**Fig 5.** Program Presentation of KKNT Students with Ilomata Village Officials,
Bilato Disctrict, Gorontalo Regency

The presentation of the Ilomata KKNT students regarding the core program has been linked to the three problems previously explained in the results of the internal meeting, namely the problem of stunting, identity of UMKM, and loose animals. In their contribution plans, KKNT students have outlined solutions to solve these problems, including:

**a. A Number of Toddlers/ Children are Stunted**

There are 3 children who are stunted in Ilomata village. Before coming to main program that will be conducted, KKNT students assisted Ilomata vilage official in *Posyandu* (Integrated Healthcare) activity, by educating society about handling stunting on children. Along in parallel with *Posyandu*, students took a part to do socialization in stunting handling. It hoped that by students' socialization ti could reduce stunting in Ilomata village.

**a. No Identity of UMKM in Ilomata Village**

In accordance with UMKM identity problems in Ilomata village, Thematic KKN students designed the program by doing observation at the start. Then, the students designed the name of business enterprise on banner, and did a buying and selling forum in social media (*Facebook*), and labelling the products of UMKM such as cooking oil in Ilomata village. Overall, the number of UMKM in ilomata has reached 21 enterprises. After carrying out the KKNT student data collection, they carried out the presentation of the core program as well as giving identity to each UMKM in the form of billboards and packaging labeling. After that the KKNT students went directly to the process of installing billboards in each UMKM. That is the main stage that students carry out related to the main program.

**b. Lack of Awareness of Freelance Animal Breeders**

This problem related to loosen animals is a problem that has existed for a long time in Ilomata village. The outreach and direct arrest of animals by the district security apparatus yielded absolutely no results. Therefore, KKNT students think about the most effective way. Initially, the students took the initiative to put up stickers regarding the regional regulation on control of loose animals in every house that has livestock. However, after reconsidering, this method was considered unethical by the village community. Therefore, students work together with the village government to invite breeders to take part in socialization about controlling loose animals which we carry out together with the village government. After that the students procured billboards measuring 3x4 meters which contained messages using Gorontalo language and then contained village regulations and decrees from the government. In assisting with the installation of billboards next to the village office, the students were directly assisted by the head of the 3 pilongamalia hamlets of Ilomata village.

**B.    Implementation of KKNT Students in Ilomata Village**

The implementation of activities carried out by KKNT Ilomata Village students has been divided into three activities including: 1) Activity Preparation, 2) Implementation of Core Activities, 3) Implementation of Additional Activities. Systematically, the implementation of these activities can be described as follows.

1) Activity Preparation

Responding to the results of the presentation of the program carried out by Ilomata Village KKNT students in front of the Ilomata Village community, preparations for KKNT student activities have also been designed jointly with the community at the Ilomata Village office, and this has also been assisted by the head of the Ilomata Village PKK which is a program at village level to educate women on various aspects of family welfare and other members in prepare programs

**Fig 6.** Coordination of KKNT students with PKK of Ilomata Village

The figure 6 above is one of the efforts made by Ilomata Village KKNT students who coordinate with the Ilomata Village PKK regarding stunting issues. This effort, which was coordinated with the PKK program, led to a posyandu competition in Bilato District. In their preparations, KKNT students tried to prepare facilities and socialize the importance of stunting for the Ilomata village community. This coordination was also coupled with the preparation for the best Posyandu competition at the Bilato District level which was enthusiastically echoed by the head of the PKK of Ilomata Village, Bilato District. Furthermore, preparations for UMKM and loose animal activities have been coordinated by Ilomata Village KKNT students with youth organizations and community members regarding solutions to the problems faced by the Ilomata community. Coordination of KKNT students with youth organizations has been carried out at the KKNT Village Ilomata post by inviting the head of the youth group and their management to jointly discuss preparations for the student core activities. Meanwhile, the preparation for activities for loose animals has been coordinated directly by KKNT students with door-to-door visits to convey several appeals related to these loose animals.

**Fig 7.** Coordination of KKNT students with Young Organization and
Community in Ilomata village, Bilato District, Gorontalo Regency

The coordination of KKNT students with youth groups and the community of Ilomata Village above received a positive response to the program for implementing the core activities that will be carried out by KKNT students. The results of this coordination are a form of eduliteration carried out by KKNT students in creating a civilized society, in this case not colliding with the usual information from the village.

2) Implementation of Core Activity

The implementation of core activity has been realized into some activities as follows:

a. Counseling on Stunting and Monthly Routines for the Posyandu Program

On October 25 2022, stunting counseling and routine Posyandu programs were carried out simultaneously at the Ilomata Village office, Bilato District. The posyandu program is a routine program that coincides with the assessment of the best posyandu at the Bilato sub-district level, Gorontalo Regency. Therefore, stunting counseling for KKNT students and the PKK program for the best Posyandu assessment are arranged simultaneously to get a positive response to the posyandu assessment later.



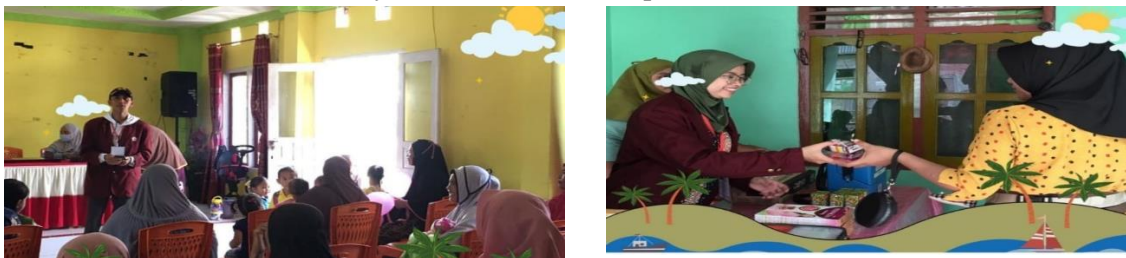**Fig 8.**The Best Posyandu Evaluation Competition at Bilato District Level



**Fig 9.** Stunting Counceling in Ilomata Village, Bilato District

The Bilato sub-district posyandu evaluation program coupled with stunting counseling has received a positive response from the surrounding community to create healthy citizens. In stunting counseling activities, KKNT students contributed to socializing the importance of handling stunting for toddlers and children and contributed to providing snacks and healthy food for children and toddlers as a form of attracting children to be examined by the medical team. In addition, in the assessment of the Posyandu at the Bilato sub-district level, KKNT students tried to facilitate through the preparation of equipment and implementation in the form of checking the scales for children and toddlers.

b. Labelling Identity of UMKM in Ilomata Village

Eduliteracy realized through the labeling of UMKM identities as a form of marketing management for business actors in Ilomata village. Apart from that, this core program is pursued through exposure related to marketing management for digital-based business actors, so that citizens or business actors are not conservative towards digital marketing. Efforts to implement this presentation activity were carried out on October 12, 2022 prior to the implementation of the posyandu assessment in Ilomata Village.



**Fig 10.** Digital Bilingual Eduliteracy in Marketing Management of UMKM
In Ilomata Village, Bilato District

The implementation of the core program in the form of bilingual digital eduliteration as shown in Figure 10 above is a manifestation of the realization of the core program from KKNT students towards digital marketing for business actors. The biggest problem that has been faced by business actors in Ilomata Village lies not only in the inability of the community to technology, but the problem faced by the community lies in the lack of identity for community small businesses, so that marketing carried out by businesses does not work as expected. Therefore, one form of this realization is carried out through the labeling of UMKM identities.

### C.        Appeal to Awareness of Freelance Animal Breeders

KKNT students have realized awareness of the awareness of loose animal breeders through the installation of billboards in the form of an appeal to the awareness of loose animal breeders using Gorontalo language. This effort is part of emphasizing the concept of rules for loose animal breeders so they can understand the importance of implementing an awareness program for loose animals. Therefore, it is hoped that with this appeal, the public, especially loose animal breeders, will realize that simply releasing livestock will result in severe sanctions.



**Fig 11.** Freelance Animal Breeder Awareness Program

The awareness program for loose animal breeders, as described in Figure 11 above, has been coupled with the Environment Program (LHK) carried out by the advisor to the Minister of Environment (LHK), Mr. Chalid Muhammad and groups that appeal to the maintenance of forests and the environment. In his presentation, he also appealed to the awareness of loose animal breeders in Ilomata Village. This effort is the first step for KKNT students to make the community aware, especially loose animal breeders. In addition, this realization was carried out by students by setting up billboards with the community in the form of an appeal for the awareness of loose animal breeders.

### D.        Implementation of Additional Activities for KKNT Students in Ilomata village

The implementation of additional activities carried out by Ilomata Village KKNT students has been realized by KKNT students through several activities including: 1) PHBS activities for elementary school children, 2) Coloring competition for Ilomata Village children, 3) sports and art activities for the community Ilomata Village. All of the additional activities by the Ilomata Village KKNT students have been carried out after the main activities had been well organized. The realization of the additional activities of the Ilomata Village KKNT students has been carried out simultaneously with the closing activities of the Ilomata Village KKNT.

PHBS Socialization for Elementary Students



Coloring Competition for Children in Ilomata Village



Art Activities for KKNT Students



Sports Activities for KKNT Students

**Fig 12.** Additional Activities Program for KKNT Students in Ilomata Village

The realization of the additional program carried out by the Ilomata Village KKNT students has received positive appreciation from the community and the Ilomata Village head because of the enthusiasm of the KKNT students who have succeeded in various activity programs in Ilomata Village, Bilato District. In fact, one of the appreciations shown by the head of the Ilomata village was the involvement of KKNT students in the success and completion of the RKPDes program which was implemented simultaneously with the arrival of KKNT students in the Ilomata village. In addition, additional activities carried out by KKNT Ilomata Village students were student participation in organizing the KNPI (Indonesian Youth National Committee) election activities which contributed through proposing youth from Ilomata Village who were proposed to become KNPI administrators in Bilato District, Gorontalo Regency. In its activities, the management of the KNPI was attended and formed directly by the Bilato sub-district head at the Bilato sub-district office, Gorontalo Regency. The hope is that this KNPI will later become a set of Bilato sub-district organizations for young people to encourage the spirit of youth independence in fostering society.





**Fig 13.** Contribution to the RKPDes Deliberation and the Management of the Formation of the KNPI in Ilomata Village, Bilato District, Gorontalo Regency

The participation of Ilomata Village KKNT students in community activities is not only manifested through village activities, but KKNT students are also directly involved in sub-district activities in the form of the KNPI. Therefore, the form of the contribution of the KKNT students received a good reception from the Bilato sub-district for their enthusiasm in helping all the activities carried out by the local village.

### E.    Discussion

Eduliteration is the slogan of KKNT student activities in Ilomata Village, Bilato District, Gorontalo Regency. This slogan is expected to provide a positive new nuance to the development of the Ilomata village area, Bilato District. In its implementation, the enterprising and hard work shown by the Ilomata Village KKNT students can be realized through several activities so as to produce positive results for the region. One of the successes of their contribution was that KKNT students from Ilomata Village succeeded in appointing Ilomata Village as the best winner for the Posyandu competition at the Bilato District level, Gorontalo Regency.Other successes can also be felt by the community or business actors in the area in the form of digital marketing and also business identity labeling for every business in Ilomata Village, Bilato District. This was systematically started by KKNT students through identification of business locations in Ilomata Village.

This identification is carried out by directly visiting every business place in the area and asking for the willingness of business actors to provide an identity for every business managed by the community. This is actually a first step for every KKNT student to make it easier for every business actor to trace business places and goods or products being traded. Furthermore, this provides space for business actors to introduce sales results to the general public without having to guess what products are being traded at the place of business.The next level of success experienced by Ilomata Village KKNT students is that Ilomata KKNT students have succeeded in solving a big problem that has been experienced by the Ilomata community, namely awareness of loose animal breeders. In its implementation, KKNT students assisted by the surrounding community have succeeded in making billboards containing an appeal to lose animal breeders who do not pay attention to the risks of actions taken by escaped animal breeders which have an impact on inconvenience to other communities.



**Fig 14.** Appreciation of Children to KKNT Students in Ilomata Village

Finally, the various activities carried out by the Ilomata Village KKNT students received an extraordinary positive response from the surrounding community and appreciation from the Ilomata Village children in the form of an infinite thank you for the participation of the Ilomata Village KKNT students

## IV.    CONCLUSION

Implementation of Thematic Real Work Lectures (KKNT) in Ilomata Village, Bilato District, Gorontalo Regency was carried out for 45 days starting from October 4 2022 to November 18 2022. Through field observations it can be concluded that the activity went well and smoothly. Students are able and serious in dealing with the social world and serve the community in a real way, so that in the future they are able to adjust problems in everyday life with all the knowledge and experience they have. Students are also able to make contributions in the form of thoughts, reforms, coaching, and transfer knowledge gained in college to the people of Ilomata Village in order to improve the quality of life and progress of society.

From this, students can increase their insight and experience that success and success also educate students to always improve and maintain cooperation and a high level of social awareness to realize a work program that will be achieved both among group members, supervising lecturers, village heads, & the mother of ilomata village, village officials, hamlet heads, youth organizations and the local community. In this case the students have proven that with good cooperation with the people of Ilomata Village, Bilato District, Gorontalo Regency, our work program can be completed as expected.

## V.    ACKNOWLEDGEMENT

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