

## Strengthening Business Mindset In Facing Digitalization For The People Of Gapan, Philippines

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### **Abstract.**

*This community service program aims to increase understanding and digitalization skills among business people in Gapan. This program includes various main activities such as seminars, practical skills training, as well as assistance and mentoring sessions. Participants gain insight into the importance of digitalization, skills in using business software, data management, digital marketing, and e-commerce. Mentoring and mentoring help participants apply knowledge in their business context, overcome practical challenges, and develop an adaptive and innovative mindset. The program results show an increase in participants' awareness, knowledge and skills regarding digitalization. Evaluation through participant satisfaction surveys and training observations indicated a high level of satisfaction and a need for more practical sessions and more intensive mentoring. Overall, this program has succeeded in preparing the people of Gapan to face the digital era and increasing their business competitiveness. Important findings include increased access to technology, knowledge about e-commerce, use of data for business decisions, as well as changes in attitudes and mindsets that are more adaptive and innovative. This program makes a positive contribution to increasing competitiveness and local economic growth.*

**Keywords:** Business, Mindset and Digitalization.

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## **I. INTRODUCTION**

Indonesia, with a population of more than 270million people, is one of the countries with the fastest economic growth in Southeast Asia. In recent years, digitalization has become a major driver of change in various economic sectors. The Indonesian government has made great efforts to encourage the application of digital technology to accelerate economic growth and increase global competitiveness (1). Digitalization has opened up vast new opportunities for business and the economy. Digital technology allows business processes to become more efficient, increases productivity, and opens access to wider markets (2). However, even though there is with strong encouragement from the government, many business people, especially Small and Medium Enterprises (SMEs), still face various challenges in adopting digitalization. One of the main challenges is the lack of knowledge and awareness about the importance of digitalization. Many business people do not fully understand the potential that can be achieved through digital transformation. They are still stuck in traditional ways of running business and are less open to change. This results in a slow adaptation process to new technology which can ultimately hinder their business growth. In addition, limited resources, both in terms of finance and knowledge, are a significant obstacle in the adoption of digitalization (3).

Many SMEs feel burdened by the relatively high costs of technology investment and find it difficult to understand and operate the technology (4). Without adequate support, either in the form of training or guidance, this adaptation process will continue to be slow and ineffective. Digital infrastructure constraints are also a significant obstacle, especially in remote areas. Limited fast and stable internet access means that

many business people in the area are unable to utilize digital technology optimally. In fact, digitalization has great potential to open up wider market opportunities and increase operational efficiency. To overcome these various problems, a comprehensive and structured approach is needed. Strengthening a business mindset that is adaptive to digital change is an important key. An open and innovative mindset will help business people to be better prepared to face challenges and take advantage of opportunities that exist in the digital era (5). Therefore, this community service team aims to provide training and assistance to business people in Indonesia, especially SMEs, so that they can better understand and implement digitalization in their business operations.

In this way, it is hoped that they can increase their competitiveness and contribute to national economic growth. This program is also designed to increase participants' awareness and knowledge regarding the importance of digitalization through seminars and webinars involving experts in the fields of digitalization and business. Furthermore, this program provides practical skills training that can be directly applied in business operations, as well as assistance and mentoring to ensure the knowledge and skills acquired can be implemented well. This service team also provides training and assistance to communities in the Philippines, especially in Gapan City, Nueva Ecija, Central Luzon. Filipinos who participate in this program will be given training to strengthen their business mindset in facing digitalization. Through this program, it is hoped that the Filipino people can better understand the importance of digitalization and be able to implement it in business operations they. This approach is expected to help the Filipino people develop an adaptive and innovative mindset, which is the key to success in facing changes and challenges in the digital era. Thus, this community service program is expected to make a significant contribution in increasing the competitiveness of Filipino society, as well as supporting overall national and regional economic growth.

## II. RESULTS AND DISCUSSION

This community service program has been implemented with the aim of increasing understanding and digitalization skills among business people in Gapan. This program includes several main activities, namely seminars, practical skills training, as well as assistance and mentoring sessions. In seminars and webinars, participants gain insight into the importance of digitalization in business. Themes such as "Introduction to Digitalization" and "Business Mindset in the Digital Era" provide a strong foundation for participants to understand the concept of digitalization and develop an adaptive and innovative mindset. Practical skills training focused on the use of business software, data management, digital marketing and e-commerce, providing skills that can be directly applied in daily business operations. Mentoring and mentoring sessions help participants apply the knowledge gained in the context of their business. Individual and group consultations enable participants to get the necessary support to overcome challenges in digitalization implementation. A workshop specifically designed to build an adaptive and innovative mindset succeeded in changing the participants' attitudes to be more open to the use of digital technology in their business (6).



**Fig 1.** Presentation of Material

From the results obtained, it can be concluded that this program was successful in increasing participants' awareness and knowledge about the importance of digitalization. Seminars and webinars were effective in providing a basic understanding of digitalization and its benefits for business, with participants showing high interest and enthusiasm in learning new concepts related to digitalization. Practical workshops were helpful in developing the technical skills needed to implement digitalization, and participants felt more confident in using the new tools and technologies they learned. The assistance and mentoring provided helps participants overcome the practical obstacles they face in adopting digital technology, with mentoring sessions enabling participants to obtain solutions that are more specific and relevant to their business context. Changes in mindset that are more adaptive and innovative can be seen from the participants' attitudes that are more open to change and new technology, as well as their commitment to continuing to learn and develop their business by utilizing digital technology (7).



**Fig 2.** Discussion with the Filipino Community

Program evaluation is carried out through participant satisfaction surveys and observations during training. The survey results showed that the majority of participants were satisfied with the material presented and the delivery techniques used. Some of the input received included the need for more practical sessions to better understand the application of technology in business, as well as more intensive and ongoing mentoring sessions to ensure more effective implementation (8). In this program, several important findings were highlighted, including increased access to technology, knowledge about e-commerce, use of data for business decisions, increased self-confidence, and changes in attitudes and thinking patterns. Participants demonstrated better skills in operating software and digital tools, as well as leveraging e-commerce platforms to grow their businesses. With increased knowledge about data management, participants are able to optimize their business and marketing strategies (9). Changes in attitudes that are more adaptive and innovative can also be seen from the participants' commitment to continuing to learn and develop their business by utilizing digital technology.



**Fig 3.** Group Photo Session

Overall, This program succeeded in increasing participants' awareness, knowledge and skills in dealing with digitalization (10). A comprehensive approach that includes seminars, practical workshops and ongoing mentoring has proven effective in helping participants develop an adaptive and innovative mindset. In this way, it is hoped that the people of Gapan, Philippines can be better prepared to face the digital era and increase their business competitiveness.

### III. CONCLUSION

Based on the results and discussions of the community service program, it can be concluded that this program has succeeded in achieving its goal of increasing understanding and digitalization skills among business people in Gapan. Through various activities such as seminars, practical skills training, as well as assistance and mentoring sessions, participants gain basic knowledge about digitalization and its benefits for business, as well as the technical skills needed to implement it. Participants showed high interest and enthusiasm in learning new concepts related to digitalization, and felt more confident in using the digital tools and technologies they learned. Assistance and mentoring help participants overcome the practical obstacles they face, and changes in mindset that are more adaptive and innovative can be seen from participants' attitudes that are more open to new technology and their commitment to continuing to learn and develop their business. Program evaluation shows participant satisfaction with the material and delivery techniques, and provides valuable input for future improvements. Overall, this program has had a positive impact in preparing the people of Gapan, Philippines to face the digital era and increase their business competitiveness.

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