



COMMUNITY SERVICE COLLEGE (KPM) AS DIGITAL SKILLS TRANSFER: EVIDENCE FROM BABAKAN VILLAGE SUMBER DISTRICT CIREBON REGENCY

Bayu Pratama^{1*}, Resa Riyanti², Abdul Rokhim³, Abdul Azis⁴,
Sihabudin⁵, Cory Vidiati⁶

^{1,2,3,4,5,6}Universitas Islam Bunga Bangsa Cirebon, Indonesia

Email : coryvidiati@bungabangsacirebon.ac.id

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Abstract

This article was made by mendesto describe the growth of digital soft skills of students while attending community service (KPM). Using a qualitative approach, explanatory research design, field data collection and literature, compiled into a valid narrative. The novelty lies in the development of the previously unknown and possessed potential of the student, honed when socializing in the community. The findings of the community research were helped by the students' digital skills in marketing, product legality registration and halal products of local MSMEs. Support the creation of a society of intelligent digital users. Direct impact on the MSME community. The limitations of the study only discussed digital literacy activities for MSMEs.

Keywords: *Community Service College (KPM), Social Soft Skills, Digital Skills*



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INTRODUCTION

The Tridharma of higher education is a space for the implementation of students' intellectual skills in society. The existence of the Real Work Lecture (KKN) or also known as the Community Service Lecture (KPM) has an impact on changing people's mindset about the presence of students in their area

(Syahputra dan Putra 2020). The positive side is that this KPM activity is an opportunity for students to dedicate themselves to the community with or without coercion, even KPM is as interesting as extracurricular activities for students (Agyekum 2021). In one study it was found that there was a closer relationship between learner behavior and coercion from school management (Orejudo dkk. 2020) which makes all program designs run according to the academic calendar. Even the most enjoyable activities and unforgettable moments in their lives, the learning process of students through various activities directly in the midst of society, where students try to dynamically become part of society actively and participate creatively through empowerment activities, mentoring, training, counseling, and even helping people realize their potential and improve their quality of life and development (Wahyono dan Siwi 2022).

Students' skills are tested through problems that exist at the placement site. This is where social soft skills emerge and develop whether we realize it or not, because soft skills show personal transversal competencies such as social aptitude, language and communication skills, friendliness and ability to work in teams, and other personality traits that characterize human relations (Cimatti 2016). Such as research findings on the need for social soft skills needs after the pandemic (Gnecco, Landi, dan Riccaboni 2023). Critical skills create many activities from planning, program implementation, to program evaluation prepared by students during KPM. From social soft skills, it is not uncommon to bring up new ideas. Program surprises that are not obtained in the classroom, make KPM participants enthusiastic amid the diversity of their study programs. Soft skills that emerge and are honed through this activity, it is very possible not to be lost, because in fact these social soft skills exist in each individual KPM participant, which is expected to be seen when students enter the competitive world of work.

The KPM conducted by Bunga Bangsa Islamic University Cirebon took place from July 10, 2023 to August 20, 2023 in Babakan Village, Sumber District, Cirebon Regency, West Java, which was carried out independently and regularly. Students create new creations in the community without changing the existing local wisdom. New talents and potentials emerge and are created within students. Their social soft skills have developed since they decided to participate in KPM activities. One of the activities carried out by students is to conduct digital literacy for village communities. From observations that most MSMEs do not know marketing through digital, there are several obstacles that are considered by business people there. One of them is that the business they are doing is just filling the remaining time and there is no long-term vision for MSME players.

METHOD

Qualitative approach with explanatory field research design. After observation, the process continued with primary data collection through direct interviews with informants related to the program planning results of KPM students. Furthermore, the implementation of programs in the community is carried out, the last is evaluation activities as well as a form of real contribution of students to the location where the service is carried out. Secondary data were collected from journal articles related to the research. The collected data is separated and grouped into several article themes.

RESULTS AND DISCUSSION

1. Building Group Social Skills

The initial stage of forming the team's internal organizational structure. Leadership skills began to appear at this stage. All differences can be resolved in this small team. Field permits can be completed by students independently, at this stage students begin to show correspondence skills and apply negotiation skills in the field. Computer technology is used to facilitate the administration of correspondence. The KPM Babakan Sumber Cirebon team consists of 14 students consisting of 11 Sharia Economics Study Program students and 3 Islamic Education Management Study Program students. The following is the participation: Bayu Pratama, Gina Febriana, Abdul Azis, Resa Riyanti, Milatul Fuaidiah, Asep Septiana, Isvihana, Ainun Bazar, Yunita Syaizatul, Peri, Kasanah, Abdul Rokhim, Zidan Aziz P, Sihabudin

2. Digital Literacy as a Means of Promoting Small Businesses in Rural Areas

Digital literacy or commonly called digital literacy (Bawden 2001) Based on knowledge, perceptions and attitudes, in the form of simpler skills, digital literacy is defined as a person's ability to search, find, evaluate and organize clear information through typing, writing, tapping, and by using other media (e.g. multimedia video, video calls, and messaging) on various digital platforms, which requires a basic level of computer competence (Bawden 2008). Previous research that digital literacy is based on 3 things: business innovation, business profitability, and business cost cutting (Arifuddin 2022). In the innovation process, for example, digital literacy will serve as a catalyst to increase the speed of discovery generated by the many references to innovation. Meanwhile, in terms of profitability, digital literacy serves as a catalyst for faster business

procedures between businesses as well as between businesses and customers. In terms of expenses, digital literacy can reduce the marketing process with digital marketing.

From the results of the research, most MSMEs in this village do not pay much attention to digital marketing due to several limitations, such as educational factors (Song 2023), mastery of technology (McDiarmid dan Zhao 2023), fear of being cheated (O'kane 2023), no replacement HR (admin) (University of New South Wales dkk. 2016), It is enough to sell the products to the local population, enough to bother with production alone, so that they cannot do anything else, and reluctance to take care of business licenses.

It takes a long process to educate and literate MSME residents towards digital marketing so that it becomes a culture and extends the life of their MSMEs. Meanwhile, many studies discuss how digital culture has a positive impact on business. Changing a culture that is already in a comfort zone requires patience, tenacity, fighting power and competitiveness, where the digital marketing transformation of citizens can have a positive impact in the future. And this can be started from collaboration with students during KPM. The basic stage begins with the practice of digital ethics for local MSMEs. KPM students are well aware of the concept of digital ethics for MSMEs. Risk mitigation is delivered in anticipation of MSMEs that transform their marketing through digitalization. A series of activities were practiced directly by KPM students to upgrade MSME turnover. In addition to a series of digital marketing training, promotional media such as bazaars are carried out to stimulate MSME production, at least within 1 month of activity, 2 bazaars are held for village MSMEs.

3. Implementation of Activities Towards Digital Marketing of MSMEs

Geographically, Babakan Village is a fertile highland area with natural potential that can still be developed without disturbing local wisdom, considering that this area is one of the ancestral sites of Cirebon. Various ideas for activity plans were compiled by students enthusiastically seeing the potential that exists. Indirectly, students' social soft skills grow. Digital literacy activities are designed in stages each week, starting with: 1) product legality workshops directed at helping MSMEs register their companies through the OSS (One Single Submission) platform; 2) workshop photography as a form of MSME assistance activities so that they are able to upgrade images as a medium for promoting MSMEs; 3) digital marketing workshops understanding and skills in marketing their products; 4) product halal workshops; 5) journalistic counseling, as a form of knowledge for MSMEs, especially anticipating hoax news and illegal pinjol; and 6) Qris registration training and canva business analysis.

Figure 1

The results of the workshop for photography participants of "Royom" coffee & herbal medicine MSMEs.



Documentation of KPM Kelurahan Babakan Sumber Cirebon

Figure 2

Making Business License, Halal Certification & NIB



Documentation of KPM Kelurahan Babakan, Sumber

Picture 3

Digital Marketing Counseling Activity



Documentation of KPM Kelurahan Babakan, Sumber

Picture 4

Journalism Counseling Activity



Documentation of KPM Kelurahan Babakan Sumber

Picture 5

Q-Ris, Canva Training counseling activity



Documentation of KPM Kelurahan Babakan Sumber.

CONCLUSION

KPM is always an attraction for students to implement the skills obtained theoretically in class. The emergence of students' critical thinking in Community Service College activities has a positive impact on students, including increasing creativity, student human resource management is increasingly tested, self-reflection is seen, mental health stability, student inner-beauty imaging self-authenticity radiates through all activities that have been arranged since the beginning of the activity. The existence of this KPM activity also has an impact on the village community, especially MSME players.

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