

## Training in Improving the Citizen's Economy During the Covid-19 Pandemic

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**Abstract:** Micro, small and medium-sized enterprises (MSMEs) are an important part of the economy of a country or region. This important role has encouraged many countries, including Indonesia, to continue to strive to develop MSMEs. Even though it is small the number of workers, assets, and turnover, because the number is quite large, the role of MSMEs is quite important in supporting the economy. Lembang, which is located in the west bandung district area, is one of the favorites and leading tourist attractions in West Java. Presenting various natural beauties supported by cool mountain air. Apart from Lembang, actually, in the West Bandung district area, there are still many tourism potentials that can be developed. One of them is in the Parongpong area which is next to Lembang. There are seven villages in Parongpong District that have this potential, such as Cihideung Village which is already known as an area of ornamental plants. Other villages, Cigugur Girang, Cihanjuang Rahayu, Cihanjuang, Sariwangi, Ciwaruga, Karyawangi, also have different tourism potential and uniqueness, including improving the community's economy and Village-Owned Enterprises (Bumdes) to "skyrocket" at the national or international level.

**Keywords:** MSMEs, Economy, Parongpong

### 1. Preliminary

The covid-19 pandemic has had many impacts on economies in the world, including Indonesia. Many sectors are feeling the impact. The tourism sector is a sector that is affected by Covid-19. With travel and travel restrictions, many tourist attractions have had to close. This has an impact on the financial income of the managing residents. West Java is famous for its natural, cultural, culinary, and other tourist attractions that attract domestic and foreign tourists to come on a trip. The area of West Bandung Regency has many excellent tourist attractions, including the Lembang area which is one of the favorites and superior tourist attractions in West Java. This can be the basis for the region to become a tourist area. There are seven villages in Parongpong District that have this potential, such as Cihideung Village which is well known as an area for ornamental plants. Other villages, Cigugur Girang, Cihanjuang Rahayu, Cihanjuang, Sariwangi, Ciwaruga, Karyawangi, also have different tourism potential and uniqueness.

According to Hardilawati (2019: 91) explains that the Covid-19 pandemic will have a significant impact on MSMEs, this is due to restrictions on business operations and reduced sales, and loss of market share as a result of the implementation of PSBB so that people limit activities outside the home. The reduction in production is done because people's purchasing power decreases as a result of decreased people's income and especially due to social restriction policies that cause people to carry out all activities from home or a term known as Work From Home, such as learning, working and all worship is done from home.

The potential of this region has not been developed and managed due to various constraints. The obstacles found include the lack of facilities, facilities, and infrastructure that support the development of the growth of MSMEs. If the tourism sector can develop, regional MSMEs will also advance because many tourists visit. To increase this potential, the community must play an active role in promoting tourism in their area. West Bandung Regency tourism development must be community-based, meaning that the community must play an active role in these tourism activities. The advantage of being a geopark is to increase conservation activities and increase the economy without destroying nature, and tourism can be promoted without much cost.

It is a big challenge for the community, regional and central government to increase public interest in visiting the West Bandung Regency area as a choice of tourist destinations. If the tourism sector increases, it will have a good impact on the economy of the surrounding community. Two efforts can be done to improve the economy of residents in 7 villages of West Bandung Regency. Among other things, , marketing, which is carry out using digital promotion and human resource motivation.

Digital marketing training is one way that people can get new knowledge on how to promote with technology. Current technological advances must be proportional to the ability of society to use them. Before doing promotions through newspapers, magazines, radio, and television. With current technological developments, changes in marketing strategies have begun to change to a more modern direction. But, now marketing is more developed using internet technology and is better known as digital marketing. Digital marketing can help marketers to improve marketing performance and will generate profits because more people know what we offer. Digital channels provide an efficient way of spending to build relationships with consumers and increase existing loyalty with consumers.

Human Resources is one of the important things in the digital marketing process. HR is an ability in every human being which is determined by the power of thought and physical power. With good human resource management, it is hoped that it can improve the people's economy. The plan to develop Human Resources (HR) is an effort made to form a qualified person who has skills, workability, and job loyalty to a company or organization. If the community has a high motivation to jointly build a tourist village, many people will choose to travel in the West Bandung Regency area.

Digital marketing and human resource motivation are ways to improve the economy. Coupled with the current pandemic, where the financial capacity of the community declined. With promotions carried out by HR properly and efficiently, it can improve promotional methods so that more people will know about tourism in West Bandung District.

## 2. Discussion

### 1. Micro, Small and Medium-Sized Enterprises (MSMEs)

MSMEs are regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs Article 1 of the Law, states that micro-enterprises are productive businesses owned by individuals and/or individual business entities that have the criteria for micro-enterprises as regulated in the Law. small is a productive economic business that stands alone, which is carried out by an individual or a business entity that is open as a subsidiary or not a subsidiary owned, controlled, or part of, either directly or indirectly, of a medium or large business that meets the business criteria. small as referred to in the Law. Meanwhile, a micro business is an independent productive economic business carried out by an individual or a business entity that is not a subsidiary or branch of a company that is owned, controlled, or is part of, either directly or indirectly, of a micro business, small business or large business which fulfills criteria for micro-business as referred to in the Law. In this law, the criteria used to define MSMEs as stated in Article 6 are net assets or asset values excluding land and buildings where they are business or annual sales proceeds. With the following criteria:

- A micro business is a business unit that has a maximum asset of Rp. 50 million, excluding land and buildings for business premises with an annual sales yield of a maximum of Rp. 300 million.
- Small businesses with asset values of more than Rp. 50 million up to a maximum of Rp. 500 million excluding land and buildings where the business has annual sales of more than Rp. 300 million up to a maximum of Rp. 2,500,000, and.
- Medium-sized enterprises are companies with a net worth of more than Rp. 500 million to a maximum of Rp. 100 billion from annual sales above Rp. 2.5 billion to a maximum of Rp. 50 billion.

The object of community service this time is the MSMEs in the village of West Bandung District, the villages involved are 7 villages. There are seven villages in Parongpong District that have interesting tourism potential, such as Cihideung Village which is well known as an area for ornamental plants. Other villages, namely Cigugur Girang, Cihanjuang Rahayu, Cihanjuang, Sariwangi, Ciwaruga, Karyawang, also have different tourism potential and uniqueness..

### 2. Training

#### a. Definition of Training

According to the Big Indonesian Dictionary, training comes from the basic word Train which means learning and getting used to being able to (be) doing something. The word training is a word that has a prefix and a suffix which in Indonesian means the process, method, act of training, activity, or training work. According to Widodo (2015: 82), training is a series of individual activities in systematically increasing skills and knowledge so that they can have professional performance in their fields. According to Rivai and Sagala (2011: 212), training is a process of systematically changing employee behavior to achieve organizational goals. Training is related to the skills and abilities of employees to carry out their current jobs. From several definitions of training, it can be concluded that training is an activity intended to improve skills and techniques for certain work implementation. Changes in skills

and expertise that were initially limited to being able / understanding even experts in the skills that have been taught.

b. Training Objectives

The training aims as a means to further improve the performance of organizational members, reduce negative impacts caused by lack of education, limited experience, or lack of confidence from certain members or groups of members. The training also aims to make the trainees develop quickly because it is difficult for someone to develop themselves based on experience without any special education. This proves that self-development will be faster through training.

The training objectives according to Henry Simamora (2012), among others:

- Improve performance, upgrade skills in line with technological advances.
- Help solve operational problems.
- Increase the quantity and quality of productivity.
- Fulfills personal growth needs.
- Creating an attitude of loyalty and more profitable cooperation.

c. Types of training

There are several types of training, according to Rosleny (2015: 184), which are as follows:

- Skills Training

Skills training is relatively simple training. Needs or weaknesses are identified through a detailed assessment. The training effectiveness assessment criteria are also based on the objectives identified in the assessment phase.

- Retraining

Retraining is training that seeks to provide employees with the skills needed to deal with changing work demands.

- Cross-training

Functional Cross-functional training (cross-functional training) involves training employees to carry out work activities in fields other than the work being done.

- Team training

Team training is cooperation in a team working with a group of individuals to complete work for common goals in a work team.

- Creativity training

Creativity training is based on the assumption that creativity can be learned. This means that workers are allowed to come up with ideas as freely as possible based on rational assessments, costs, and feasibility.

The training held in this Devotion to the community is skills training. The training is relatively simple. The training is following what is needed by the community to bring out the tourism potential of the area. The training effectiveness assessment criteria are also based on the objectives identified in the assessment phase. The purpose of this research is to optimize expertise by technological developments and increase the confidence of certain members or groups of members.

3. Digital Marketing

a. Understanding Digital Marketing

With current technological developments, changes in marketing strategies have begun to change to a more modern direction. In the past, promotion was carried out through newspapers, magazines, radio, and television. However, now marketing is more developed using internet technology and is better known as digital marketing (Tresnawati & Prasetyo, 2018).

b. Benefits of digital marketing

It is hoped that the transfer of marketing methods from the traditional ones will provide many benefits. Using digital marketing can be efficient in terms of time, cost, and energy because most of them use technology. The benefits of digital marketing according to (Pangestika, 2018):

1. Speed of Dissemination Marketing strategies using digital media can be done very quickly, even in seconds. Also, digital marketing can be measured in real-time and precisely.

2. Ease of evaluation Using online media, the results of marketing activities can be immediately known. Information such as how long the product has been viewed, what percentage of sales conversions are from each ad and so on.3. Jangkauan lebih luas Jangkauan geografis dari digital marketing yang luas menyebarkan produk ke seluruh dunia hanya dengan beberapa langkah mudah dengan memanfaatkan internet.

a. The advantages and disadvantages of digital marketing

Following are the advantages of digital marketing according to (Markerter, 2017):

1. Can connect producers with consumers via the internet.
2. Get higher sales income in a narrower distance and time.

3. Costs incurred are much more efficient.
4. Digital marketing allows sellers to provide real-time services.
5. Connect sellers with customers via mobile devices anywhere and anytime.
6. Able to provide brand stability in the eyes of consumers from other brands as competitors.

Besides having advantages, technology has its weaknesses, as well as digital marketing. The following are the weaknesses of digital marketing according to (Marketer, 2017):

1. Online marketing concepts can be easily replicated.
2. Raising many competitors because there are no more theoretical limitations that can hinder the company from marketing its products.
3. Certain products are not necessarily good if they are marketed through online media.
4. If any negative backlash from consumers appears on the internet, it can quickly damage the company's reputation.
5. Digital marketing is too dependent on technology.
6. Not all people are technologically literate. The productive age of the majority of technology will be able to optimally implement digital marketing.

Digital marketing that is carried out is a promotion on social media so that more people know about the potential that is owned in the village, previously only with newspapers published in the local area and from person to person. By entering digital marketing, it is hoped that more and more local people and from outside the city will visit for tours. This will have a good impact, namely improving the economy of the surrounding residents and increasing the creativity of the community.

#### 4. Human Resources Motivation

HR or Human Resources includes thinking and physical power in each individual. More clearly, HR is an ability in every human being which is determined by the power of thought and physical power. Human resources or humans are a very important element in various activities carried out. The plan to develop Human Resources (HR) is an effort made to form a qualified person who has skills, workability, and job loyalty to a company or organization..

Motivation is an encouragement or a way that is done so that someone has the willingness to do something. Herzberg (Hasibuan, 1996: 109) states that people in carrying out their work are influenced by two factors which are needs, namely:

1) Maintenance Factor Are maintenance factors related to human nature who want to get physical peace. According to Herzberg, this health need is ongoing, because this need will return to zero after being met. For example, a hungry person will eat, then be hungry again then eat again, and so on. These maintenance factors include things that fall into the dissatisfiers group such as salary, physical working conditions, job security, pleasant supervision, official vehicles, official housing, and various other benefits. The loss of this maintenance factor can cause dissatisfaction and the absence of employees/employees, and can even cause many employees to leave. These maintenance factors need proper attention from the leadership so that the satisfaction and enthusiasm of working for subordinates can be increased. According to Herzberg, maintenance factors are not a motivator tool but a necessity that must be given to them by their leaders for the health and satisfaction of their subordinates, whereas according to Maslow it is a motivating tool for employees.

2) Motivation Factors are motivational factors that concern a person's psychological needs, namely the feeling of being perfect in doing work. This motivational factor is related to personal respect which is directly related to work, for example, a soft chair, a comfortable room, proper placement, and so on. This is the Satisfiers group, while those included in the satisfiers group include: a) Achievement b) Recognition c) Work itself d) Responsibility e) Development of individual potential (Hasibuan, 1996: 110). These two theories both aim to get the best tools and methods to motivate the workforce spirit/employees so that they are willing to work hard to achieve optimal work performance.

Human resources are important in improving the regional economy in West Bandung Regency, the potential for human resources who have a productive age to work is quite a lot. The motivation of human resources to form qualified individuals who have the skills and abilities to work to support the progress of the surrounding economy. HR needs to be given training, then the confidence to make an action that can advance the potential, especially the tourism potential in their area.

## ROLE AND FUNCTION OF MSME FOR ECONOMIC CONDITIONS

### 1. Opening Jobs

New job opportunities will surely open up to the surrounding community. Unlike large companies, MSMEs usually have light job requirements and can be applied by people with low levels of education or without specific qualifications.

Therefore, this business can be an opportunity for people to be able to earn income without having to leave their daily activities that cannot be left behind. For example, housewives can join the micro and small business community and become craftsmen and workers in the culinary field.

### **2. Encouraging a more even economic condition**

Developed MSMEs are one way for a country to be able to create equitable economic conditions. In fact, through this effort, economic conditions in small towns and villages will also be encouraged and grow.

The community is also able to access a variety of products and services directly in the area around their residence, without having to go to the city center. You can imagine if there were no developing MSMEs, rural people had to go to shopping centers in big cities every day to fulfill their primary needs.

When this happens, the economic conditions in the rural areas will certainly be much worse off than the people who live in the middle of the city.

### **3. Increase Foreign Exchange**

Foreign exchange is one of the factors that shows the economic condition of a country. If the value is high, you could say that the country has an advanced economic condition and can be considered a rich nation. So, by increasing the presence of MSMEs and managing them well, indirectly the state will also grow foreign exchange. The easiest example is an integrated UMKM capable of producing quality goods to attract the attention of foreign consumers. When frequently exporting goods to foreign consumers, the country will receive additional income. Moreover, nowadays international buying and selling activities can easily be done via the internet online.

### **5. Spurring the Economy in Critical Situations**

MSMEs have been proven to be able to revive the economy when the country is experiencing a critical situation. In 1997, the monetary crisis that occurred in Indonesia was successfully resolved thanks to the ever-growing MSME sector. As a result, despite being hit by the issue of the monetary crisis, the Indonesian people were still able to meet their primary needs more easily.

The same thing happened again during the Covid-19 virus pandemic. When there are suggestions not to move outside the home, MSMEs can adapt by offering their merchandise online and still meet the needs of the community. That way, economic conditions will continue to run and gradually get back up.

### **6. Meeting Community Needs Accurately**

Run by the small community themselves, this business generally better understands what needs the local community needs. Products that are produced and innovated often accurately meet the needs of society.

Not only that, MSME players will also get raw materials for production from the surrounding environment and local producers. This can certainly promise additional benefits for the surrounding community who will also become consumers and increase a more rapid economic turnover.

### **3. Conclusion**

West Bandung District is an area that has a lot of tourism potential, currently not all areas are known by the wider community. The object of Devotion to the community this time is the MSMEs in the village area of West Bandung Regency, the villages involved are 7 villages. There are seven villages in Parongpong District that have interesting tourism potential, such as Cihideung Village which is well known as an area for ornamental plants. Other villages, namely Cigugur Girang, Cihanjuang Rahayu, Cihanjuang, Sariwangi, Ciwaruga, Karyawangi, also have different tourism potential and uniqueness. The training held in this Devotion to the community is skills training. The training is by what is needed by the community to bring out the tourism potential of the area. Digital marketing that is carried out is a promotion on social media so that more people know about their potential. By entering digital marketing, it is hoped that more and more local people and from outside the city will visit for tours. The motivation of human resources to form qualified individuals who have the skills and abilities to work to support the progress of the surrounding economy. HR needs to be given training, then the confidence to make an action that can advance the potential, especially the tourism potential in their area. The roles and functions of MSMEs for economic conditions include: opening jobs, encouraging more equitable economic conditions, increasing foreign exchange, spurring the economy in critical situations, meeting people's needs accurately.

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