

## IMPROVING DIGITAL SKILL AND SOCIAL MEDIA NETWORKING IN BOBIN BUSINESS FOR MSME COMMUNITIES IN TANGGUNGAN TIMUR VILLAGE, SIDOARJO REGENCY

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### ABSTRACT

The purpose of this research is to find out how to improve the quality of human resources based on digital skills, to find out how to improve social media-based marketing on bobbin SMEs and how to encourage increased social media-based networking on bobbin SMEs. The benefits of developing bobbins can reduce craft waste that damages the environment. The research method uses qualitative by collecting data in the form of facts in the field. The results of the study show that digital skills are very helpful and provide benefits for MSME actors in the East Dependent Village, as evidenced by informants who previously used traditional methods in carrying out their business activities and were able to improve the quality of MSME actors in facing competition in the industrial era 4.0. Social media-based marketing is highly felt. the benefits of bobbin SMEs by using social media such as Facebook and Instagram to introduce their products and increase the market. The increase in social media-based networking provides more potential to expand business networks and is able to form a community between suppliers and customers. so that networking becomes a component that Bobin SMEs feel the benefits

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### 1. INTRODUCTION

Village development and development depends on the quality of human resources, which determines the performance of a company. The management and development of human resources is an investment for the company because it costs money to support it, but in line with this, the benefits obtained by the company are also large because the workers and employees they have become professional and reliable in doing all the work in the company. Thus the management and development of human resources is a determinant of success in a company or business unit, especially in the era of globalization where competitors do not only come from within the country but also from abroad who participate in enlivening and competing to attract the interest of consumers. Several types of jobs that are replaced in the era of globalization encourage the role of human resources to have readiness not only hard skills, but soft skills, entrepreneurship skills and digital skills must also receive no less important attention. Considering that to be able to compete and compete, human resources must be built, starting from the determination of the vision and mission as individual achievements that must be fulfilled.

Assuming hard skills are basic abilities that must be met in competing, this is true when competition is only at the operational and local level, but when it is at the management skill level, the demands for mastery and self-skill shift, not only being able to regulate and provide instructions and understanding. However, the pattern of life and personality is also a role model that will be followed by people around us, meaning that responsibility towards oneself and the environment as attitude and personal manner has become a part of life. At the level of being able to play in the regional and global spheres, national insight is needed that can unite the determination to encourage growth and generate motivation, national insight is needed that is able to grow a national spirit. National insight is not only needed to assist the government in preparing and developing human resources, but also as a strategic effort in managing resources that can be utilized as much as possible for humanity. Besides also functioning as a national identity in building, maintaining and preserving the environment which will be passed on to the younger generation as the generation that will continue the national leadership. Efforts to build and create a competitive climate are not an effort for resources in competing for jobs created by the government, but also efforts to be independent as a whole person. The attitude of flexibility, innovation and creativity in thinking is one of the efforts to foster creative power to appear as an entrepreneurial spirit. Indonesia's vast territory and consists of thousands also requires creative and innovative entrepreneurs to assist the government in managing and processing natural resources. Natural resources are abundant and there are still many that require new touches in the fields of technology, information and adding economic value in order to have added value. With a new workforce of 2 million per year produced by various sources and on average they do not have experience and generally still have high ideals. Not to mention a number of workers who are affected by layoffs. This is a contribution to unresolved employment problems. Educational institutions and training centers are still not fully oriented towards understanding work in the true sense, meaning that there is still some homework to be done.

This increasingly fierce competition makes business actors must have quality human resources in their companies so that they have a good production process. The production process is usually associated with productivity, where when productivity increases it will be followed by an increase in the performance of the company. So the process of developing and managing human resources is one of the keys to the success of the company in order to increase competition from the company itself and improve the brand of the company. Effective management of human resources will be able to achieve organizational goals. Operationally, the organization's objectives include societal objectives; organizational objectives (organization objectives); function objectives (functional objectives); and personal goals (personal objectives). A human resources department must have the ability to develop, use, and maintain human resources so that organizational functions can run in a balanced manner (Romlah et al., 2019). Increasing and free competition makes entrepreneurs in Indonesia required to be more innovative and creative in marketing their business products, one of which is by utilizing technology. In the current era of globalization, technological developments are progressing rapidly. The development of this technology has made it easier for human activities, especially in terms of communication. Exchange of information can be done easily and quickly, anywhere and anytime. That way there are no longer limitations of distance and time, humans can easily make transactions and exchange information only through internet networks or social media. Increasing productivity in MSMEs also needs to be supported by an end-to-end MSME development strategy which includes strengthening business management, improving the quality of goods, expanding market access, and increasing the capacity of human resources equipped with skills regarding digital technology (Sanjaya & Tarigan, 2009). Other shops, pedia, Shopee, Facebook, Instagram, WhatsApp, Youtube, Line, Gojek, Grab and so on provide some positive impacts for the community, especially for entrepreneurs. With the existence of several social media accounts, entrepreneurs can carry out sales promotions and sales transactions

more easily and effectively. In addition, social media can increase the possibility that entrepreneurs can collaborate with other entrepreneurs. To face these challenges, innovation is needed in preparing workforce competencies, including changing the mindset and increasing productivity towards digitalization in the MSME scope.

Bobin is a tube made of paper rolls, usually used as a core coil of thread, metal wire, plastic film, paper and others, in addition Bobin can also be used for example to protect the Cathode Ray Tube (CRT) during transportation, so that the neck the tube does not become damaged in transit. In addition, there are many other uses for Bobin, which are always increasing along with the development of technology. Compared to other types of tubes, such as iron tubes, wooden tubes and plastic tubes, nowadays paper tubes (Bobins) are increasingly being used, because apart from being quite competitive in price, also mainly because Bobins are environmentally friendly goods, because they are environmentally friendly. can decompose itself into pulp when submerged in water, so it will not pollute the environment. In general, the specifications of the bobin are determined from the dimensions, namely the inside diameter, outside diameter and tube length, as well as the compressive strength of the paper tube itself. Especially for use as a roll core, the compressive strength of Bobin is very important, because during the winding process, the rolled media (thread, wire, etc.) Tubes. The increasing number of coils / coils of the rolled media will increase the pressure suffered by the Paper Tube, so that if the compressive strength of the bobbin is not high enough, the resulting roll cannot be removed from the rolling machine, because the bobin clamps the axle of the winding machine. Therefore compressive strength is a very important factor for Bobin besides its dimensions.

## 2. LITERATURE REVIEW

### Micro, Small and Medium Enterprises (MSMEs)

Home Industry or what is called a production house is an industrial business processing goods products so that they have a high value in their use. Home industry is carried out by entrepreneurs from weak economic groups or small companies, so it is called a household business. The definition of Micro, Small and Medium Enterprises (MSMEs) in Indonesia refers to the Law of the Republic of Indonesia Number 20 of 2008 concerning Enterprises, Micro, Small and Medium Enterprises. The definition of UMKM in chapter 1 article 1 paragraph 1 of the Republic of Indonesia Law number 20 of 2008, Micro business is a productive business owned by individuals and/or individual business entities that meet the criteria as stipulated in the law. Small businesses have the following characteristics:

1. There is no clear division of tasks between administration and operations. Most small industries are managed by individuals who double as owners and managers of the company, and utilize labor from their family and work relatives.
2. The low access of small industries to formal credit institutions so that small businesses tend to depend on their business financing with their own capital or other sources, such as family, relatives, intermediary traders, and even moneylenders.
3. Most small businesses are characterized by not having legal entity status.
4. Seen by industry category, it appears that almost a third of all small industries are engaged in the food, beverage, and tobacco industry, followed by the metal excavated goods industry, textile industry, and the wood, bamboo, rattan, grass, and similar industries. including household furniture, paper and chemical industries.

Every business venture contains potential benefits and costs. For many people, the important benefit is the personal satisfaction that comes from operating their own business. Compared to large businesses, small businesses have several potentials and comparative advantages. Small businesses operate in all corners of the country with a variety of business fields. This is because most small businesses arise to meet the demand (aggregate demand) that occurs in their regional blood. With the spread of small businesses, it means that the problem of urbanization and the rural-urban gap can be minimized at a minimum. At least reduce the

concentration of employment intensity in certain areas which will cause the effect of urbanization and other social problems.

Small businesses are oriented with capital investment for fixed activities at a low level. Most small businesses can be said to be labor intensive due to the use of simple technology. The weakness of small businesses is that their initial investment may suffer losses. Some risks beyond the control of entrepreneurship, such as changing fashion, government regulations, competition, and labor issues can hinder business. Some businesses tend to generate irregular income so the owners may not make a profit. Running one's own business means taking up a considerable amount of time, without leaving enough time for family and recreation.

### Digital Skills

In the last two decades, the role of human resources has shifted from traditional to increasingly digital. Artificial intelligence machines improve people's analytics and expand human cognitive abilities. Electronic machine learning helps in problem solving and natural language processing coupled with good people analytics is changing the way employees can be managed. Automation reshapes jobs and the skills needed to work. In the digital age, cognitive and socio-behavioral skills are lacking, while adaptability, creativity, and critical thinking are indeed key attributes (Korn and Pine, 2011). Meanwhile, based on age, race, digital skills, and gender. transactional and requires work-life balance, flexibility and continuing education.

Entrepreneurs must be sensitive to cultural, ethical and change differences in order to survive and remain competitive (Gulliford & Parker Dixon, 2019). By using technology, the main responsibility of human resource practitioners is to help business leaders to make the best decisions, while being free from repetitive tasks and working on human-centered tasks (Eyre et al., 2018) The global phenomenon of digitization and robotization has an impact on significant impact on the world of work and the job market. Today's companies are forced to deal with a constant flow of new technology and information, new forms of work, the rapid digitization of the workplace, and the changing demand for employee skills that is driving them to rethink the way they manage their workforce. In this case, the HR function plays an important role in leading change and adding to the company's strategic value in the digital era (Larson & DeChurch, 2020). HR can provide assistance to employees. There are several things that make entrepreneurship obstacles can be minimized in this digital era, namely by making entrepreneurship efforts faster, more affordable, easier, and even creating many collaboration opportunities so as to make a business more effective. The digital world offers a vast new resource for entrepreneurs to leverage, from an exponentially growing collection of open data, content, code and services to the online contributions of users and communities around the world. The digital world also provides new ways to combine these resources. For example, small businesses can take advantage of large advertising networks, Artificial Intelligence-based chatbots, global freelancers, or language translation with just a few clicks or a few lines of code.

There are five basic types of digital business according to (Robert Jacobs & "Ted" Weston, 2007), namely:

- a. Content-Based Business, Community-Based Business, Online Store, Matchmaking Business, and Promotion Business. Content-Based Business strives to provide value to customers by providing specific content in digital format. This content can include recipes, articles, videos, webinars, guides, and more. The main challenge in this type of business is how to find the right topics, and it takes effort to consistently update content.
- b. Community-Based Business offers value by providing discussion forums and specific content that is largely contributed by users.
- c. Online Store, as we often encounter today, is a platform for selling goods or services. You can start this business by collaborating with other entrepreneurs who have good products but don't understand how to create an online store. Then, gradually you can collect data to

- gain an understanding of consumer preferences, and find opportunities for cross-selling or upselling, or even subscriptions.
- d. Matchmaking Business seeks to bring together a group of previously unconnected people. Of course, this business is not only limited to matchmaking platforms, but can also be a platform to bring together students and tutors, babysitters and consumer parents who need caregivers, or even between barbers/makeup experts and consumers who need these services. Generally, these businesses earn income from subscription fees or transaction fees when they successfully bring together two parties who need each other.
  - e. Promotion Business aims to attract new customers to an existing business. Most existing businesses are interested in getting new customers, but how to get new customers in this digital world can be very confusing for small and medium business owners or start-up businesses. Promotion Business can attract new customers and get them to contact a business institution, download information, provide coupons or special offers.

### **Digital Entrepreneur**

A subcategory of entrepreneurship in which traditional organizations that are physically active are catalyzed, so that traditional entrepreneurs change into new forms of business in the digital era (Kazmi et al., 2016), both in terms of product, distribution and business location (Ferrell et al., 2019). Digital entrepreneurship is also an effort to achieve new business opportunities through new media and internet technology (Davidson & Vaast, 2010). More specifically (Richter et al., 2017) states that digital entrepreneurship is an effort to gain market share, business opportunities that make money and strive to be innovative, radical and risk takers.

Digital entrepreneurs according to (Sussan, 2012) are agents who carry out commercial or social activities, both government and industry using digital technology. Based on these various definitions, it shows that millennial businessmen in college have all the characteristics mentioned. They are encouraged to develop innovative digital businesses both in terms of products, distribution and internet-based workplaces to seek specific shares and market opportunities. Digital business development activities are carried out both by the government, as well as universities and industry through business development centers or called business incubators. Among the advantages of digital entrepreneurship are: digital businesses tend to be new so they are not considered in business competition. Digital businesses are able to access and analyze a number of competitive and potential customer information. Digital businesses are also obsessed with acquiring, disseminating and analyzing actions through knowledge because they are market-oriented (Ferrell et al., 2019).

### **Digital Entrepreneur Indicator**

#### **1. Entrepreneurial Development Process**

Digital The process of developing digital entrepreneurs starts from the start-up stage which develops initial ideas to get results from their hard work. There are three stages in the development of a digital business, namely the idea development stage, then the development of a startup business and then business management (Sari, 2019). The essence of digital entrepreneurship is the founder of the business itself. Therefore, it is important to get a stable team of business founders in starting a business with a typical trial (trial-error) in the early stages. Another important thing is the business network and social capital (Liu et al., 2020).

#### **2. Digital Platforms**

The platform is a digital space that provides interconnected business opportunities both between businesses and customers (Kraus et al., 2019). Platforms can be divided into three, namely innovation platforms as offered by Google, transaction platforms, such as retail or online



service requests, and integration platforms, which are a combination of innovation and transaction platforms.

### **Social Media Based Marketing**

Social Media Marketing consists of using social media to persuade consumers of a company to use a valuable product or service (Ransbotham et al., 2012). Social media marketing consists of efforts to use social media to persuade consumers by a meaningful company, product or service, social media marketing is marketing that uses online communities, social networks, marketing blogs and others. Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals (Al-Jarf, 2021).

According to (Koponen & Rytsy, 2020) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from social web such as blogging, microblogging, social networking, social bookmarking, and content sharing. Social media marketing is a process that encourages individuals to promote their websites, products or services through online social media channels and to communicate by leveraging a much larger community who are more likely to do marketing than through traditional advertising channels. Social media marketing makes it easy for businesses to interact with their customers online. The costs incurred are not too large and there is no time limit while connected to the internet. Social media plays a role when marketing company activities form individual relationships with customers and provide companies with opportunities to access customers (Trischler et al., 2018). By generalizing social media across society, researchers have studied social media use by investigating why they use social media, how much time they spend, and the amount used in a given period of time.

According to (Braumann et al., 2020) 90% of social media users are likers who only watch posted content, 9% interact by adding their comments, and only 1% create new content Based on this, social media users can defined comprehensively and inclusively from lukers to active participants. Social media in Indonesian called social media is media designed to facilitate interactive or two-way social interactions. According to (Kurniawati, 2013) social media marketing is a system that allows marketers to engage, collaborate, interact and utilize the intelligence of the people who participate in it for marketing purposes. attract attention and encourage readers to share with their social networks. The advantages of using social media marketing according to (Tiago & Veríssimo, 2014), include:

- a. Providing space not only to market products or services to customers but also to listen to complaints and suggestions.
- b. Makes it easier to identify various groups or influences between different groups, which can provide information about the brand and help in the growth of the brand (brand growth).
- c. Low cost because most social networking sites are free.

### **Social Media Marketing Indicator**

According to (Haigh & Wigley, 2015) it produces the following indicators:

- a. Online Communities A company or similar business can use social media to build a community around an interest in its product or business. The community spirit to build loyalty, encourage discussions, and contribute information, is very useful for the development and progress of the business.
- b. Interaction Social media allows for greater interaction with online communities, through up-to-date and relevant information from customers.
- c. Sharing of content Sharing of content talks about the scope of individual exchange, distribution and acceptance of content in social media rules.

d. Accessibility Accessibility refers to the ease of access and minimal cost to use the media.

The social media component has also been discussed in studies with various authors and settings. Making interaction, trendiness, customization, and perceived risk as four components of Social Media Marketing Activity (SMMA) in his study of service insurance. According to (Shriver et al., 2013) the activities of corporate social media in communication, providing information, support for daily life, promotion and sales, and social responses and activities in his study of the importance of corporate social media activities, compared to consumers and companies. (Arntzen et al., 1995) classify the company's marketing activities as events, information, and advertising. Marketing characteristics as information, responses, and access when studying characteristics on consumer attitudes, and (Allen et al., 2020) in a comparative case study on the performance characteristics of each medium in the proposed customer participation, information display, unique differentiation, conformity content, use of information, and response to customers as characteristics of social media. This study, based on the previously mentioned studies, defines Social Media Marketing Activity (SMMA) as entertainment, interaction, trendiness, customization, and perceived risk.

### **Entrepreneurial Networking**

Entrepreneur network emphasizes on social networks, argues that social capital is a network of cooperation among citizens that facilitates finding solutions to the problems they face. Social capital is a collection of active relationships among people, trust, mutual understanding and shared values and behaviors that bind members. in a network and community that allows cooperation. Networking is a concern in the research community and brands are researching the influence of networking in economics and entrepreneurship. To survive in a competitive world, it is very important to develop an entrepreneurial and social network of information and others (Prajapati & Biswas, 2011).

Networking plays an important role in uniting and bringing companies together to an innovative system of contractual relationships, product development, and alliances between organizations (Shu et al., 2018). Networking is emerging as an organizational symbol in today's information age. Information is a key resource for entrepreneurs and can link entrepreneurs with markets, suppliers; pricing, technology and networking have shown how valuable policies contribute to helping entrepreneurs. Networking enhances entrepreneurs through a variety of sources that do not come from previous ownership and helps to achieve company goals (Smith & Lohrke, 2008).

1. The specific environment of an organization is unique to the organization itself. The main forces that shape a specific environment are customers, suppliers, competitors, and interest groups in society.
2. Customers (customers) Customers are people who directly utilize, use, and submit requests for goods or services offered by the organization. An organization exists to serve the needs of the customers who use the organization's output. Customers are one source of uncertainty for organizations, because their tastes can change or they can feel dissatisfied with the products or services produced by the organization. Suppliers (suppliers) Suppliers are parties directly involved in the business activities of an organization, especially business organizations that carry out production activities of finished goods from various types of raw materials. Suppliers in this case will prepare raw materials and raw materials that will be processed by the company into economic goods. Therefore, it is necessary to pay attention to the quality and availability of raw materials and raw materials so that the products produced are also of high quality and competitive.
3. Competitors Competitors are other business organizations that run the same business as our organization. Because the business is run the same, competitors are a challenge as well as a threat faced by organizations in reaching customers.

### 3. METHOD

This study uses qualitative research, in order to find out and provide an overview of the problems that are happening, in qualitative research data collection is obtained from the facts obtained in the field. The research must be built into a theory or a new hypothesis, qualitative methods are used to obtain in-depth data and contain real meaning. This research is located in the East Dependent Village, Sidoarjo. MSME actors were selected based on MSME observations. The data collected by the author consists of primary and secondary data. Primary data is data obtained directly from informants. Primary data were obtained from interviews conducted with MSME business actors, namely Mr. Heri. Research with qualitative methods utilizes open interviews to examine and understand the attitudes, views, feelings, and behaviors of individuals or groups of people (Moleong 2011: 5). Secondary data is data that is not obtained directly from informants. Case study research uses secondary data including documentation data, archive records, and other physical devices that are relevant to the research object. The data consists of activity data from the informant in this case is Mr. Heri.

This research was conducted with a qualitative approach and used performance analysis, therefore the data used came from several sources. The most important data sources are steps and words, the rest are additions such as documents, etc. Data in the form of words were obtained directly with the source, namely by asking and answering questions with the informant. Data collection is a systematic and standard procedure to obtain the necessary data (Nazir, 2003:174). Disclosure of six sources of evidence that can become the focus for collecting case study data are documentaries, archival records, interviews, direct observation, actor observations, and physical equipment. The analysis technique in this study was carried out with a descriptive qualitative approach. (Yin, 2012) argues that the analysis of evidence (data) consists of testing, categorizing, tabulating back the evidence to designate the initial proposition of a study. Yin (2012) also added that the analytical techniques used include pla matching, making explanations and time series analysis. The second approach to data analysis techniques is to use various analyzes, namely: Entering information into different lists. Based on data collection techniques, and based on sources of information, for example for interviews from informants of MSME business actors. Create a category matrix and place the evidence into that category.

### 4. RESULT AND DISCUSSION

Based on the results that have been obtained through in-depth interviews with informants who are bobbin SMEs in the village of East Tanggungan, Sidoarjo Regency, with the development of technology, SMEs must be able to adapt to technological developments, especially in the marketing process and human resource development, as well as establish networking through social media. , because by developing a business through social media can make it easier to expand the network and encourage wider product introduction. Ease of MSME actors to interact with consumers and bobin product providers. The informant in this research is Mr. Heri, he is a bobbin entrepreneur who has been running his business for 7 years, but for the use of technology he is very minimal, and tends to still use traditional methods in developing their products, as a result the networking that is obtained is not extensive and marketing is still limited. the use of internet technology to boost the increase in bobbin business is very important, because after all, in the midst of the development of the industrial revolution 4.0, it will further encourage efficiency and effectiveness in increasing business potential. Informants using WhatsApp social media only for two-way communication have not been able to explore optimally. Social media platforms are very diverse, for example Facebook, Instagram, Twitter, Telegram, and many more. MSMEs that use social media as a means to find information and communicate with customers are very likely to be able to help MSMEs in increasing profits.



### **The Impact of Digital Social Media Skills for MSMEs Bobin**

Increasing digital skills is the most important part in encouraging the increase in digital literacy and to be able to encourage the improvement of digital skills using social media, there are 3 main indicators in increasing digital skills in social media for MSMEs, namely:

#### **a. Intensity of use of social media**

Informants still do not understand widely about the potential of social media for MSMEs, the intensity of social use is also still low, with training and development to increase the intensity of social media, it is very helpful for informants to get information because of the long use of social media and being able to get related information. bobbin product management. Informants use social media from previously only using mobile devices for expanded communication by providing understanding so that informants can concentrate on finding the information they need. so that the intensity is not just how long it takes, but must get information that is very useful in supporting the bobin SME business.

#### **b. Number of applications (software) used**

Knowing and understanding about social media applications is very important because the more social media platforms you have, the more potential there is in encouraging an increase in bobin business, there are so many names and types of social media platforms such as facebook, youtube, whatsapp, telegram, instagram, twitter, etc. of course it will encourage greater opportunities in increasing digital skills. Informants only have social media in the form of whatsapp which is used as a means of communication, but only relying on whats is not enough, it takes an understanding of many social media platforms. After the informant created a Facebook account, it was very helpful in improving digital skills, because Facebook is a social media with a very wide and complex network so that it can be used by MSME actors to promote their products so that it is expected to improve their digital skills using social media.

The development of the bobin SME business is still a beginner, starting from developing a traditional business, because the hard work done by the informants has been long enough to understand the ins and outs of the bobin SME. The idea of bobbins used for business is because many companies use new bobbins at high prices, even though the old bobbins, if they can be sorted and processed, will produce products that are still suitable for use, business management is also still traditional, regarding the field of informant licensing is still very minimal only with a Micro SIUP which if the informant wants to transact with a large company must have skills related to the use of digital office applications, therefore to encourage business improvement, the informant must first be given an understanding of making a digital company profile, making it easier for informants to introduce the company to factories or just to offer their products to be used and recycled by the management company, so it is very important for informants to be able to know about business prospects in the future.

Digital platforms can be put to good use, because with a digital platform it will make it easier for informants to provide opportunities to always communicate with MSMEs and Industries related to bobbins, Google offers MSMEs to register with Google Business to be listed on search engine services, as well as on Google streamview. making it easier for customers to access Bobin MSMEs in Sidoarjo district, precisely in the village of East Dependent, so that each MSME can directly communicate with customers who need products to sell. The financial sector is also inseparable from technological advances in the financial sector that can be utilized and used for transactions. Transactions are also not spared by the development of digital skills to encourage the ease of transactions, therefore it is also a driving factor for business progress.

The process of informants to become a digital-based entrepreneur must be able to change from traditional business activities to digital-based by utilizing social media as an instrument to market their products, social media as a means to build awareness to introduce products sold to

customers. one of the activities carried out by the informant to encourage the improvement of digital social media skills by the informant, namely:

- a. Encouraging to do promotions through their social media.
- b. Encouraging advertising channels through social media
- c. Interact with customers online interactively

Building an understanding of social media to support digital skills for SMEs bobbin is indirectly able to provide space to market bobbin products to the recycling industry and as raw material for paper rolling, moreover by using social media channels, informants take advantage of ways to listen to customer needs, explain specifications products and listen to customer complaints. Digital skills are able to encourage understanding related to marketing on social media, because the components in social media create wider social activities, so they can be used as a means of promotion and sales.

### **Bobin SME Social Media-Based Marketing**

Social media marketing activities are efforts to use social media in order to influence customers by utilizing online communities. Since the beginning of the business, the informants have never marketed their products using social media, marketing is still done using a simple method, namely direct calls and follow-up to informant customers. The existence of social media as a means to improve networking becomes an inseparable part, the wider the network, the more potential it will provide opportunities to increase market share. Informants apply distribution strategies to promote broad marketing. Facebook social media is used by informants to get information related to companies that need bobbin products, using Facebook will reach a wider market, as well as being a means to introduce products from bobbin SMEs, besides WhatsApp business is also an option to market products, WhatsApp business is like a store where many products are displayed and easy to contact, so that interactions with customers can be formed online, and the costs incurred are relatively cheaper when compared to traditional methods.

### **Bobin SME Social Media-Based Networking**

As an entrepreneur, he still maintains relationships in a simple way, namely recording phone contacts and recording them into a file for storage. The traditional method is less effective in increasing a broad network, so that informants are given insight into creating social media-based networks. Networking is social capital so that if their relationship continues, it will encourage the creation of a community and will eventually lead to a collaboration. The informants understand that it is impossible to use traditional methods in the midst of the onslaught of the very fast internet world. Being an entrepreneur must be able to maintain competition and increase influence so that networking must be wider. Informants play an important role in bringing MSMEs towards being more innovative and developing communities among MSMEs. Networking is able to connect informants with markets and suppliers, know the selling price so that the information obtained by informants is very complete and of course will provide more benefits compared to using traditional methods, the existence of networking helps achieve company goals, specifically there is a goal from informants to take advantage of networking through social media, namely:

- a. Networking creates a specific MSME environment related to bobbin products, customers will find it easier to get information related to bobbin products, with specifications and sizes that are expected to meet market needs, suppliers as sources of bobbin products are obtained and other interested communities
- b. Networking is able to reduce uncertainty, bobbin products have a fairly short life cycle, suppliers who sell new products at high prices are sometimes less attractive to the market, while products that are reused can reduce prices considerably, so it is very helpful for informants to get profits. Uncertainty arises when the supply of bobbins and

prices in the market cannot be predicted, thus making price competition increasingly fierce. the availability of raw materials and machines for processing requires a fairly high resource so that the better the good reuse products will have an impact on increasing the price of goods.

- c. Competitors who run a similar business can be in the form of threats, they can also be in the form of relationships, according to the informant this threat arises if competition occurs to enter products into the market and the customers in need are from the same company, there will be a price war on who is cheaper, it will have the potential to get opportunities, and usually if this competition occurs in the long term, to sometimes become the sole supplier to customers. Building relationships can also occur if the needs of competitors regarding limited bobbin products can be utilized because the informants have more supply and distribution networks, so that fellow bobbin SMEs will take each other's bobbin products from the informant, and in this case it will automatically reduce the selling price of even the profit level. will decrease.

## 5. CONCLUSION

Digital skills are very helpful and provide benefits for MSME actors in the East Dependent Village, as evidenced by informants who previously used traditional methods in carrying out their business activities and were able to improve the quality of MSME actors in facing competition in the industrial era 4.0. Social media-based marketing is very beneficial for SMEs by using social media such as Facebook and Instagram to introduce their products and increase the market. Increasing social media-based networking provides more potential for expanding business networks and being able to form a community between suppliers and customers. so that networking becomes a component that Bobin SMEs feel the benefits.

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