



Exploring the E-Commerce Corn Dog: an MBKM Program by UIGM Students to Support MSMEs

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ABSTRACT

In facing the ever-growing digital era, Indo Global Mandiri University (UIGM) students, as agents of change, are expected to be able to utilize e-commerce to support the Student-Based Internship Program (MBKM) with a focus on Micro, Small, and Medium Enterprises (MSMEs). This activity, entitled "Exploring E-Commerce MBKM UIGM Students in Supporting the MSME Program," aims to respond to digital business trends and make a positive contribution to local economic development through MSMEs. During the e-commerce exploration process, students actively participate in developing digital solutions and strategies to support MSMEs. The existence of an e-commerce platform is expected to provide added value for MSMEs, increase competitiveness, and expand market reach. The concrete steps involved in this exploration include strategic planning for e-commerce implementation, the development of a website or online trading platform, digital marketing, and performance measurement through data analysis. The application of the MBKM concept helps integrate theoretical learning with practical application, giving students real experience in entrepreneurship. The success of this program is measured through the growth of the MSMEs involved, increased income, and economic empowerment of local communities. Additionally, exploring e-commerce is also an opportunity for students to develop managerial, marketing, and information technology skills that are highly relevant to current market demands.

Keywords: Corn dog, E-commerce, Marketplace, Social Media, MBKM, MSME

1. Introduction

The digital era that continues to develop, e-commerce or electronic commerce is a phenomenon that increasingly dominates the business world. Indo Global Mandiri University (UIGM) students as agents of change are expected to take advantage of the potential of e-commerce to support the Student-Based Internship Program (MBKM) in the context of service companies. The development of information technology and the internet has changed the traditional business paradigm. E-commerce is becoming one of the main vehicles for the electronic exchange of goods and services, enabling businesses to reach global markets. UIGM students have an important role in integrating technology trends, entrepreneurship and practical learning. As agents of change, they are expected to adopt and utilize innovations, such as e-commerce, in supporting the MBKM Program.

The services sector presents a great opportunity for e-commerce development. Service companies can utilize online platforms to promote their services, increase visibility, and reach potential clients in various locations. The MBKM program aims to integrate academic learning with practical experience. By incorporating e-commerce as part of the internship activities, students can develop business, managerial and marketing skills

relevant to current business trends. E-commerce not only provides access to a wider market, but can also improve operational efficiency. Utilizing digital platforms can optimize transaction processes, inventory management, and customer interactions. In a competitive business environment, online visibility is key to success. Service companies that have a strong digital presence can attract more potential customers, build trust, and increase market share. Looking at local market conditions, service companies that utilize e-commerce can contribute significantly to local economic growth and provide innovative alternatives for people to access various services.

Through e-commerce experience, students can understand and prepare for business dynamics in the digital era. The skills acquired in managing online businesses can provide sustainability to service companies in the midst of global competition. By understanding this background, Exploring E-Commerce of UIGM Students in supporting the MBKM Program in service companies is expected to create a positive synergy between academic learning and practical application in facing modern business challenges.

In modern times, especially in Indonesia, the culinary industry is growing and developing very rapidly. Not only because eating is a basic human need, but also because there are many types of food on the market, making the culinary business a magnet for business people who want to do it. Along with the times, the culinary business in Indonesia not only adopts local flavors but also adopts foreign flavors. Even today there are many new types of food that combine various different culinary elements or commonly referred to as fusion food. This food has its own appeal because it arouses people's curiosity to try new things. The current era of globalization also has a significant impact on the lifestyle of modern humans. While important factors in order to compete in this culinary industry such as taste, price and customer satisfaction (Kotler, 2005).

Fusion food is the result of a combination of elements from different culinary traditions. This type of fusion food is an opportunity especially in megapolitan areas because of the many diverse cultures of the people. Corn dogs are an example of fusion food made from corn and beef in the form of sausages. The sausage is wrapped in corn flour and placed on a stick so that it looks like a satay. Corn dogs have been popularized in the United States since the 1920s and the popularity of corn dogs in Korea started around the 1980s. Corn dogs are widely offered in night markets or street food areas of Korea.

From the various explanations of information and concepts that have been described above, the author wants to start the Arisha Fusion Food business idea, because it has the potential to compete and gain profits in the midst of high mobility of life. With fusion food products that have a unique taste and also a fast presentation. Marketing is an activity, a series of institutions, and a process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and the wider community will also become market potential for customers (Annisa, 2019; Fatin, 2021; Hertati, 2022; Hertati et al., 2022; Redaksi SieredMU, 2021).

MSMEs, as business entities, should be able to forge themselves following technological developments, such as in the field of marketing using social media. Communication can be done through social media by MSMEs to their customers has a big impact on gaining greater market access (Ariyanti & Darmanto, 2020). Advantages compared to conventional marketing, digital marketing has advantages, namely, lower costs and on target digital marketing generally applies certain strategies to make marketing activities right on target, so that the costs incurred are minimal (Hartati, Asmawati, et al., 2021; Hartati, Hendarmin, et al., 2021; Yustitia & Adriansah, 2022). Clear and measurable marketing activities carried out on the internet that can be tracked and have clear numbers so that they can be used as flexible evaluation material digital marketing activities do not require the company to always go to the field so that it is more flexible. (Irena et al., 2022; Mulyani et al., 2021; Purwana et al., 2017; Saputra et al., 2021; T Terttiaavini et al., 2017; Terttiaavini et al., 2021)

There are many business benefits that can be obtained by MSME players by utilizing digital marketing through social media. In addition to introducing the brand, establishing communication and interaction with potential customers, suppliers and even competitors efficiently, MSME players will ultimately increase marketing so as to increase the competitive advantage for the MSME itself. (Fadhilah & Pratiwi, 2021; Julita & Arianty, 2016; Winarti, 2021)

2. Methodology

The implementation of the activity was carried out on Jln. Musi Raya Barat, Sialang, Kec. Sako, Palembang City (Beside Alfamart Musi Raya). This activity was carried out by means of a place survey, socialization, introduction to the right sales to support the sales process at Corn dog Rivian. The method used is counseling and going directly to MSME places and asking about marketing methods that have been applied by owners and MSME players by going through internet media to MSME business actors, so with the method of going directly to the perpetrators we as students become aware of the benefits that are more obtained by sellers who have implemented businesses that work with partners and social media, with sellers who only open their business in one place without involving existing technology. To support the "Exploring E-Commerce Corn Dog" activity in the MBKM Program, UIGM students can involve the following steps:

1. Preliminary Study:
 - Conduct a preliminary study to understand e-commerce trends, particularly in the food sector and MSMEs in Indonesia. Identify the needs and challenges faced by MSMEs in adopting e-commerce (Hertati et al., 2023).
2. Qualitative Research:
 - Use qualitative research, such as interviews with corn dog MSME owners, students, and potential consumers. This can provide deep insights into experiences, perceptions, and expectations related to the use of e-commerce (Hertati, 2023).
3. Surveys:
 - Design surveys to collect quantitative data related to consumer preferences for online food purchases, barriers faced by MSMEs, and the level of trust in online transactions (Syabitha et al., 2022).
4. E-Commerce Platform Development:
 - Conduct the development of an e-commerce platform for corn dog MSMEs as part of the experiment. Use software development methodologies, such as scrum or agile approaches, to ensure adaptive and responsive development (Susanti et al., 2023).
5. Training and Workshop:
 - Organize training and workshops for students and MSMEs on the use of e-commerce platforms. Use interactive and practical teaching methods to maximize understanding and application of concepts (Hertati & Safkaur, 2020a).
6. Field Observation:
 - Conduct direct observation of the implementation of e-commerce platforms in corn dog MSMEs. Observe interactions between consumers and the platform, constraints that may arise, and MSME owners' responses to these changes (Hertati, 2010).
7. Data Analysis:
 - Analyze quantitative data from the survey using statistical techniques such as descriptive and inferential analysis. Evaluation of qualitative data from interviews and observations through thematic or narrative analysis (Lesi Hertati et al., 2021).
8. Impact Evaluation:
 - Evaluate the impact of the program by measuring increases in MSME sales, changes in consumer behavior, and changes in MSME operational efficiency. Use the comparison method with the previous period as a reference (Sari et al., 2022).
9. Feedback and Adjustment:
 - Obtain feedback from students, MSMEs, and consumers regarding the program. Use this feedback to make adjustments to the e-commerce platform and training strategies that can improve performance (Hertati & Safkaur, 2021).

This method combines qualitative and quantitative approaches to provide a thorough understanding of the influence of e-commerce exploration in supporting corn dog MSMEs. The use of these various methods can provide rich data and provide a complete picture of the successes and challenges of this program. Product marketing by this owner is not only by online sales but also using social media such as Instagram, then gojek

and shopeefood to disseminate his products among the public and people who are lazy to leave the house also easily order them through digital marketing that has been provided by the owner of this Rivan Corn dog. The problem faced by this snack place is only the inadequate parking lot because the place is united with the Alfamart environment so it makes it difficult for customers to find a parking lot because they are confused by the number of motorbikes that are very large and messy and also the place that sells it is difficult to reach because it is adjacent to other sellers. (Marlina et al., 2023).



Figure 1. The condition of Rivan Corndog's premises

3. Results and Discussion

3.1. Results

Product promotion is carried out to the closest people first because it cannot be instantly promoted and potential customers out there do not yet know what kind of product is made, therefore promoting to the closest people such as family, friends and relatives is the first step in promoting our products, but it is different when the product that has been marketed is already known to many people, it will be much better and can immediately do marketing in just one time and the number of people who see will be very large (Hertati & Safkaur, 2020b). However, it is different when the product made is still new and few people know it, after determining the user segment we only need to create a page on social media that contains the content of the product made then introduce it to the surrounding community, especially to the closest people, when in the early stages of the marketing process listen to complaints from customers and responses from them so that customers who have just enjoyed the product made do not stay away (Rabiah et al., 2022).

After marketing from all kinds of social media and the products made are known to many customers, the products we produce will also increase and the quality of the products we make must be improved so that customer satisfaction increases. And the products offered are also not too expensive and suitable for student pockets, finally making opportunities much greater and also the price in digital marketing is not too far from the place directly so many also buy via shopeefood and gojek. Here are some of the menus available at Rivan Corndog (Paramithaet al., 2021)



Figure 2. Rivan Corn Dog menus and new menus

The menu provided is also quite varied with low prices and freedom to choose toppings according to taste is a plus for this Rivan Corn dog to be attractive to teenagers to parents. And Rivan has also released a new menu that is no less hits than corn dogs and is very popular with teenagers, namely croffle. Similar to corn dogs, this croffle can also be reached at a low price and buyers can choose toppings as they like and want.

In general, MSME players feel that the marketing process by utilizing social media has made recording work more enjoyable. From Table 1, it can be seen that 86.96% of MSMEs agree that using social media to promote and market products will make many people aware of their brand/products. Sharing posts about MSME products will attract the attention of the community and potential customers. And if this is done continuously, the public will remember more easily so that when they need to contact these MSMEs.

Table 1. Reasons for promotion and marketing with social media

Reasons to Use Social Media in Promotion and Marketing	Agree (%)	Disagree (%)
The more people know the brand/product	87,0	13,0
Facilitate interaction with customers	82,6	17,4
Facilitate interaction with suppliers, distributors and competitors	52,2	47,8
Save costs	100,0	0,0
Information spreads fast	100,0	0,0
Increase customer loyalty	47,8	52,2
The more people know the brand/product	100,0	0,0

3.2. Discussion

Food derived from the land of Ginseng is starting to be favored by many people including young people. They are hobbyists and fans of Korean culture including food from the Land of Ginseng (Hertati & Puspitawati, 2023). Korean culture has spread to other countries including Indonesia. It turns out that Korean dramas or often called drakor have introduced the country's culinary delights such as corndogs which are similar to hot dogs from America. Corndog culinary has been popular since 2016 in Indonesia. Until finally this culinary was innovated and collaborated with other ingredients. Corn dogs like this are very promising to be a home business (Fery et al., 2020).

The target of this culinary is more for young people, but it does not deny that adult parents also like it if the corn dog variation suits their taste. If you look at competitors in the field of food snacks, there are already many (Fery et al., 2020). However, Rivan deals with it with innovations that are different from existing products with innovations that taste better, are economically priced and most importantly are healthy and hygienically processed (Terttiaavini et al., 2021).

The business environment around this place with the type of business in the food sector, especially snacks, is very promising, because food is a primary human need, plus the number of teenagers who are very fond of looking for unique and contemporary food snacks guarantees many opportunities that will be promising for opening this corn dog business (Permata et al., 2021). The development of the sales process carried out by the owner of Rivan Corndog is very modern because they have used digital marketing which uses a sales system using e-commerce such as Gofood by Gojek, Shopeefood by Shopee and also Instagram as a reference for people to find out the address and also the menu being sold (Syafitri et al., 2021). The implementation method used by Rivan Corn dog is as follows:

The Rivan Corn dog Instagram account has 2 Instagram accounts, namely @rivan_corndok and @rivan_corndog. The 2 accounts are just as useful for marketing their sales, but the @rivan_corndok account is more active and updates more frequently than the @rivan_corndog account.

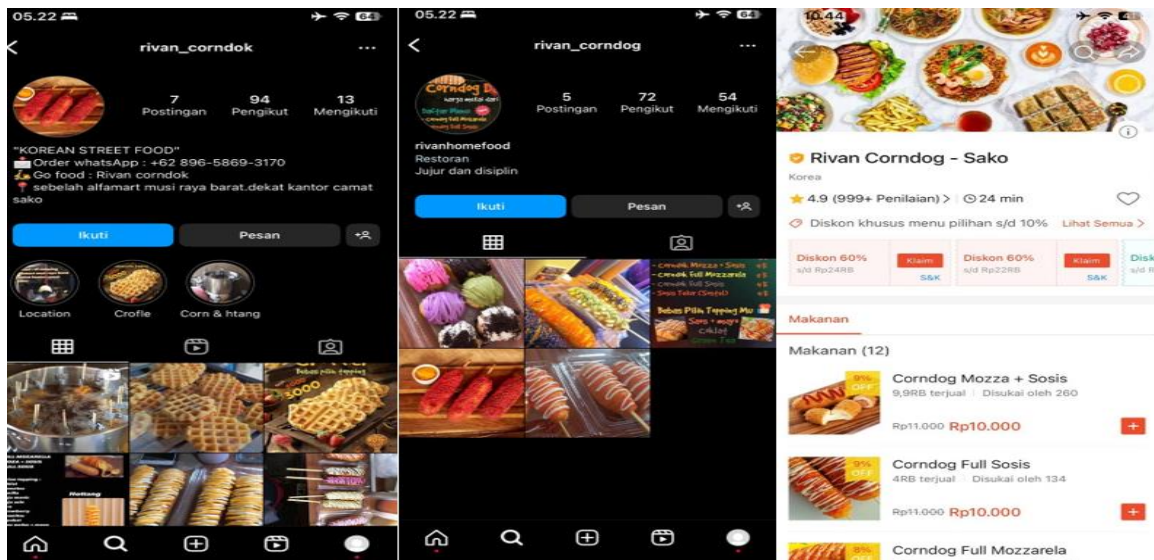


Figure 3. Rivan corndog's Instagram account

With this shopeefood by shopee, Rivan corn dog can increase market share and increase business revenue. Has visibility support for sellers to be displayed through posts on different channels (Rabiah et al., 2022). Even though the price is somewhat higher than buying directly (offline), it still makes it easier for buyers not to bother leaving the house and also the seller does not need to send orders to customers himself, because Shopee Partners have many driver partners, so that delivery and receipt of orders can be done faster, and if the buyer does not bring cash corndog Rivan has also facilitated access by pairing Qris at his outlet which is certainly more practical and if the buyer is online shopee provides shopeepay so that the buyer at home does not need to spend cash again if the driver arrives with the order (Lesi Hertati et al., 2020). And also sellers are free to give discounts to their buyers at Shopeefood and also shopee can provide more discounts for buyers if there is an event (Hertati, 2015).

The same thing with shopeefood gojek first made innovations like this and many have also entered this partner including rivan Corndog, the benefits obtained if an MSME collaborates with gojek are also not much different from those obtained by Shopeefood, if shopeefood can pay via Qris and shopeepay, Gojek can also use Gopay and buyers also don't need to give cash anymore if the order has come, technology like this makes it very easy for people and also makes everything practical (Hertati et al., 2020).

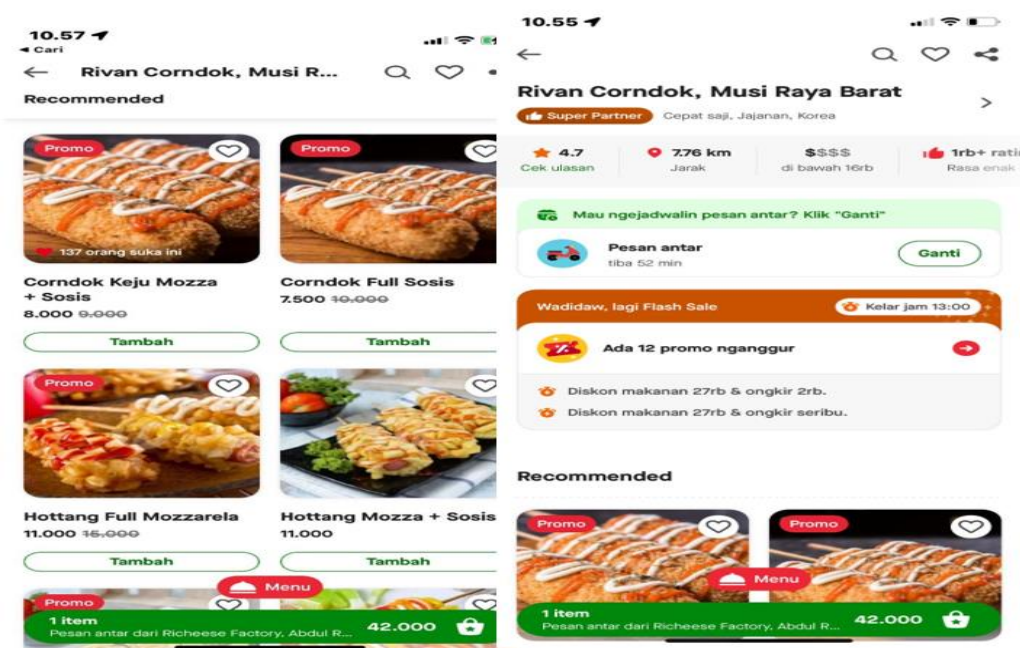


Figure 4. Gojek account and menu variants and prices

E-commerce and digital marketing play a very important role in helping MSMEs today, as for the roles provided by e-commerce, including increasing MSME revenue, increasing MSME sales, and as a marketing strategy and promotional media for MSMEs (Hertati & Puspitawati, 2023:). And in this case, we hope that other MSMEs can increase sales by using this e-commerce because it is easier for customers and more convenient to order as well as ordinary people in Indonesia. E-commerce and MSMEs are two key elements in the "Exploring E-Commerce Corn Dog" program carried out by Indo Global Mandiri University (UIGM) students in support of the Student-Based Internship Program (MBKM). The following are some aspects of the discussion related to the activity (Cahyani & Hertati, 2023: Hertati, 2012).

This program encourages e-commerce integration in MSMEs that focus on corn dog production and sales. E-commerce provides opportunities for MSMEs to expand market reach, reach wider consumers, and increase product accessibility. Students are involved in developing e-commerce platforms that make it easier for corn dog MSMEs to conduct business online. The use of a dedicated website or application allows customers to make purchases easily and provides clear information about the products offered (Hertati & Iriyadi, 2023).

In supporting MSMEs, students use digital marketing strategies to increase corn dog visibility online. This includes the use of social media, online advertising campaigns, and search engine optimization to attract the attention of potential customers. The MBKM program provides opportunities for students to provide training and guidance to MSMEs regarding the use of e-commerce (Hasan et al., 2023). Students can help MSMEs understand the benefits of digital technology, improve skills in selling online, and manage inventory more efficiently. Students can use data analysis to measure the sales performance of corn dogs through e-commerce platforms. This includes evaluating conversion rates, customer preferences, and adjusting strategies based on the data obtained. E-commerce not only provides opportunities to increase revenue, but can also increase the capacity of MSMEs (Umar, 2023).

Through training and mentorship, students can help MSMEs develop online management and marketing skills. By supporting MSMEs in running e-commerce businesses, the program makes a positive contribution to local economic empowerment. Successful MSMEs can create jobs, increase community income, and play a role in regional economic growth (Hertati & Safkaur, 2020b). Through this activity, students can also increase community awareness of local products, especially corn dogs from local MSMEs. This creates a spirit of local support which is important for the growth of MSMEs (Hertati et al., 2023). By combining the potential of e-commerce and MSMEs, the "Exploring E-Commerce Corn Dog" program is a real step in supporting the growth and sustainability of MSMEs in the midst of business digitalization. This program creates synergies between students' academic learning and the real needs of MSMEs, making it an example of relevant and impactful implementation of MBKM (Safkaur et al., 2021).

4. Conclusion

The Corndog business has the potential to succeed in the culinary industry, especially among young people who are interested in Korean culture. The use of e-commerce platforms and social media accounts, such as Instagram, Gojek, and ShopeeFood, can contribute greatly to product promotion and sales. However, businesses may face challenges such as limited parking space and competition from other vendors. It is important to start by promoting products to close contacts and gradually expand the customer base. Listening to customer feedback and addressing their concerns is crucial to maintaining customer satisfaction and loyalty. From the wide variety of community activities implemented in by Palembang students have a lot of potential to develop sales, develop marketing through social networks such as Facebook and Instagram. So far digital marketing has not been well implemented by online culinary entrepreneurs in Palembang. So students / me The organizers of the work program socialization also offered a small discussion on the importance of packaging and marketing development to improve the skills and profitability of online culinary businesses in Palembang.

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