

Digital Tools for Co-working Space Batununggal Using Digital-Ads, AR-Based Socmed Content, and Incorporation of the Enterprise Resource Planning

Media Digital untuk Ruang Kerja Bersama Batununggal Menggunakan Iklan Digital, Konten Sosmed Berbasis Realitas Tertambah dan Perencanaan Sumber Daya Perusahaan

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ABSTRACT

The rise of information and technology requires all businesses and nonprofits to digitize. The co-working facility in Bandung's Batununggal District does the same. Batununggal co-working facility intends to promote locals' creativity and host start-up actors. This community service targets MSME actors and inhabitants in Bandung's Batununggal subdistrict, those who have established a business and those who will establish a business. Workshops on digital technologies, digital ads, and AR-based social media content offer business actors insight and competence. Participants also received training on enterprise resource planning to help manage and integrate corporate operations in Batununggal, Bandung. This series of community service activities increased participants' insight into digital-based promotional strategies and the use of digital tools and digital ads for their products; increased participants' insight and competence in managing and integrating business using the ERP system; trained participants to use AR technology on social media, especially Instagram, to promote their products.

Keywords: AR-based socmed content, co-working space, digital ads, digital tools, enterprise resource planning

ABSTRAK

Perluasan informasi dan teknologi membuat digitalisasi menjadi keharusan bagi semua bisnis dan organisasi nirlaba. Hal serupa juga terjadi pada ruang kerja bersama di Kecamatan Batununggal, Bandung. Ruang kerja bersama ini merupakan pusat kolaborasi komunitas yang bertujuan untuk mempromosikan kreativitas masyarakat dan menampung para pelaku *start-up*. Pengabdian kepada masyarakat ini menasar para pelaku UMKM dan penduduk di Kecamatan Batununggal, baik yang sudah memiliki usaha maupun yang akan mendirikan usaha. Peserta mendapatkan dukungan dan edukasi tentang iklan teknologi, iklan digital, dan *workshop* konten media sosial berbasis AR yang dapat memberikan wawasan dan kompetensi bagi para pelaku usaha. Peserta juga mendapatkan pelatihan tentang perencanaan sumber daya perusahaan untuk membantu mengelola dan mengintegrasikan kegiatan operasional bisnis di ruang kerja bersama di Batununggal, Bandung. Rangkaian kegiatan pengabdian masyarakat ini menambah wawasan peserta mengenai strategi promosi berbasis digital dan penggunaan pengaturan dan iklan digital untuk produk mereka; peningkatan wawasan dan kompetensi peserta dalam mengelola dan mengintegrasikan bisnis dengan menggunakan sistem ERP; serta melatih peserta untuk mengimplementasikan teknologi AR di media sosial, khususnya Instagram untuk mempromosikan produknya.

Kata kunci: Iklan digital, konten media sosial berbasis realitas ditambah, media digital, perencanaan sumber daya perusahaan, ruang kerja bersama



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INTRODUCTION

The present economic situation has entered the fourth economic wave, known as the creative economy age. This is followed by the rise of startups in Indonesia, where many new firms sprout every year, if not every month. Startup is a start-up sector comprised of organizations dedicated to developing innovative business models that create enormous profits (Guo et al., 2020). In Indonesia, at least 1,500 local startups are now active in the creative industry sector (Purnamawati et al., 2019). The startup landscape in Indonesia is now growing and diverse. The creation of these new and various businesses is predicted to assist human labor and activities, making them more effective and efficient in performing everyday tasks. Indonesia is now the world's fifth most populated nation. The United States had 49,966 startups, followed by India with 6,666, the United Kingdom with 4,995, Canada with 2,547, and Indonesia with 2,124 (Abdullah et al., 2020). This data proves that the Indonesian people themselves realize that the startup business is a business that has good prospects in the future. The growth of the co-working space industry in Indonesia in general can be said to have experienced a significant increase, especially in the city of Bandung. This is in line with the increasing number of start-ups that are standing and with the development of the creative industry in the city of Bandung.

The co-working space industry in Bandung is becoming increasingly popular because most of its users have a dynamic character and are very flexible. With these characteristics, co-working space tries to provide a means that can provide solutions to problems regarding the availability of space to work by combining the characters of the users of the co-working space. Bandung which is a city of creative design has a population of more than 2.5 million people and has become a center of innovation and creativity, especially the creation of initiatives driven by its youth (Sutriadi & Fachryza, 2021). Bandung creative startups are dominated by activities related to visual communication design, game development applications, interior design, advertising, animated films and videos and make Bandung the top sector in local creative economic activities (Maulina, 2020). Bandung has great potential in the development of creative startups in Indonesia. However, there are so many startups that fail due to several factors including market needs, internal conflicts, weak teamwork and inefficient funding. For example, the space infrastructure for activities is relatively expensive, and the existing infrastructure is inadequate, especially the appropriate functions with the activity needs and characteristics of creative startups (Cantamessa et al., 2018).

For that we need a space that can accommodate and develop the creativity of creative startups that is comfortable, tailored to the needs and supports a collaborative atmosphere. Co-working spaces that are currently growing can be an alternative. This research seeks to explore what kind of co-working space is suitable for creative startup activists and how the interior design atmosphere can support the atmosphere according to the needs of creative startups. Generally, co-working space is understood as an environment/space where several professions can work in an area simultaneously, either in a private space or an open workspace (Tan & Lau, 2021). In its main activity, co-working space is not only a rental space equipped with work facilities but also has a social function for users to interact, exchange information, and collaborate (Weijs-Perrée et al., 2019).

The reasons why startups choose a co-working space as a place to carry out work activities are the growth of digital nomads and remote workers, the price offered that is cheaper than having to rent an office, flexible time, working community, and the co-working space that expresses the office of the future. The startup work culture is that employees do not have to come to the office to do all their work, but they can do their work anywhere as long as they are connected to the internet (de Loryn, 2022). In addition, the co-working space also provides complete facilities and comfortable working conditions such as internet facilities, toilets, electric plugs, coffee breaks and comfortable work place decorations (Medyasepti, 2020).

The emergence of this co-working space phenomenon is actually not only a place for startups to work, but freelancers also choose co-working space as a place to work (Howell, 2022). Indonesia is one of the countries with the largest number of freelancers in the world, and this number is more than the number of freelancers in the UK, with the highest number of freelancers in Bandung (Suwadji, 2021).

One of the co-working spaces in the Bandung is Batununggal co-working space which is within the scope of Batununggal District. The address for the co-working space in Batununggal District as the target partner in this community service is at Venus Street, Number 11, Gumuruh, Batununggal, Bandung (see Figure 1). The Batununggal co-working space has been operating since March 2021. The Batununggal co-working space is a community collaboration center that aims to increase the creativity of residents, to become a location for activities for startup business actors in the Batununggal district.

And with the existence of this co-working space, it is hoped that it can be a means of providing and increasing access and mastery of technology for its users.

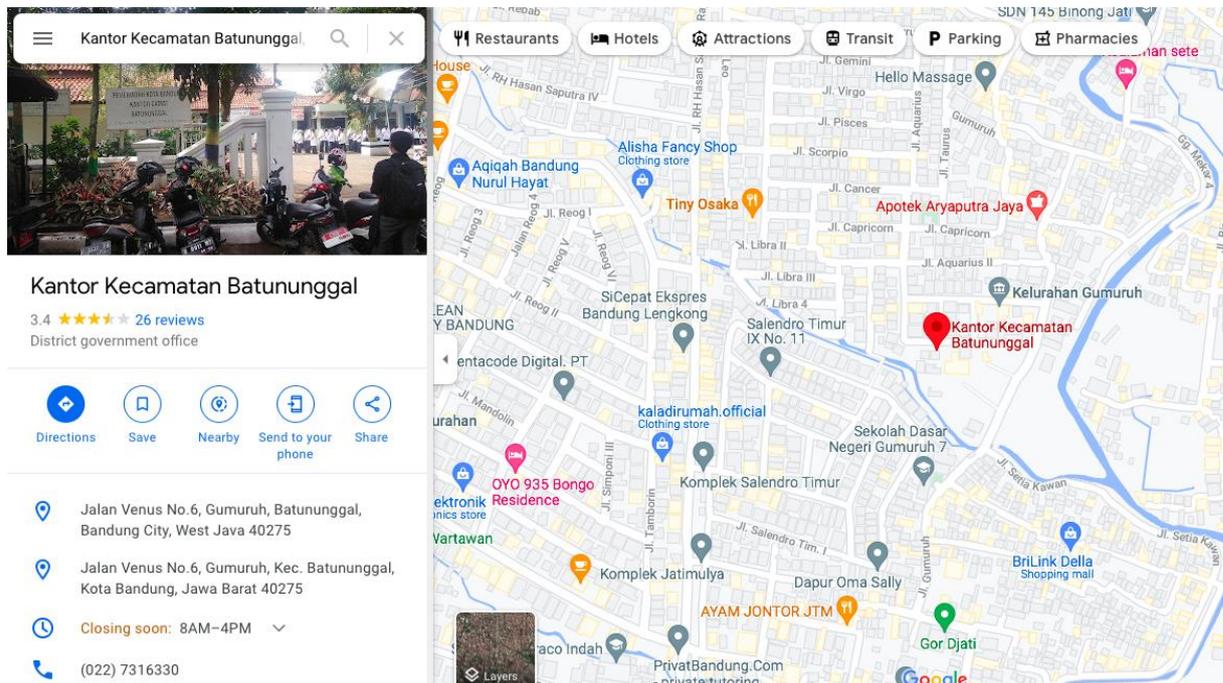


Figure 1. Regional Map of Batununggal District, Bandung
Source: <https://goo.gl/maps/29Ja1qM8S523UgNa9> (2022)

Activation of a co-working space in Bandung is a program that needs to be supported by all levels of society, because it can become a center for community collaboration that has an impact on increasing residents' creativity. Functionally, the activation of the co-working space is expected to be a means of location for the activities of novice business actors as well as a means of providing and increasing access and mastery of technology for its users (Ivaldi et al., 2021). The role of co-working space is very potential for development in the Creative Economy sector, so creative economy actors need to be continuously nurtured and empowered in order to be more developed and advanced (Gustafsson & Lazzaro, 2021), considering that creative economy actors who are members of the Batununggal co-working space still lack knowledge, especially those related to digital marketing and business management.

Based on the phenomena described previously, a counseling activity is needed to increase national economic growth and ensure the implementation of sustainable programs through coaching and support activities for all parties involved in the creative economy in the field of application development. The business incubator is an alternative and strategic program in developing new startups, a well-integrated coaching program with more individual characteristics and well-structured operational stages, able to assist startups in facing the initial period of running their business. With this technology incubation, it is hoped that it will increase the capacity of startups to gain an understanding of modern management and technological developments needed to build a startup. Later it is hoped that the digital economy ecosystem in the Batununggal Bandung area can be filled by young entrepreneurs who are creative, innovative and modern, so that they are able to survive the changes that might occur. By participating in this series of service projects, attendees are expected to get a deeper understanding of digital marketing and advertising methods and know to use these mediums well to promote their own businesses. Participants' understanding of the ERP system and their ability to use it for company management and integration enable them to utilize augmented reality on Instagram and other social media to sell their wares.

From the background described above, the Telkom University community service team will provide guidance and development for creative economy entrepreneurs in the Batununggal co-working space in order to increase their knowledge and expertise to create a highly competitive Batununggal co-working space. Meanwhile, based on the interviews and extracted information that have been carried out, the problems faced by partners can be described as follows. First, the management and members of the Batununggal co-working space lack knowledge and expertise regarding the use of digital marketing, one of which is the use of digital tools and digital ads to promote the Batununggal co-working space in Bandung. The next factor is due to the lack of integrated business operational management capabilities and the absence of business plans and applications that support businesses that optimize operations. In addition, there is no application to support business operations that can streamline the business. They do not use social media and digital marketing optimally on accounts managed by the Batununggal co-working space.

This is due to the ineffective use of digital marketing strategies by using digital tools and digital ads by the Batununggal co-working space. This proves that the advertising marketing communications that have been carried out are still not effective or have not succeeded in attracting the attention of target consumers. This then makes the importance of effective marketing in influencing consumer decisions in choosing a co-working space. Marketing is an activity to attract customers' attention and efforts to manage customer relationships well (Kotler & Keller, 2016). Therefore, Batununggal co-working space must have a good marketing so that the services they offer can attract the attention of customers. Service marketing is considered more difficult for several reasons, namely consumers cannot see its form, consumer profits cannot be measured by unit standards, and services cannot be quantified (Marcelino & Widodo, 2021; Qian et al., 2019). For example, the quality of courtesy and friendliness of an employee of a service company could be judged perfect by someone but not considered by others.

From the explanation of the phenomenon above, a service company must make an effective digital marketing communication strategy plan in order to attract the attention of consumers. Especially now that starting from 2020, Bandung government has carried out a program, namely co-working space in each sub-district in Bandung, as many as 30 sub-districts. This is done by the Bandung government so that the co-working space that was established is useful as a place to work for new entrepreneurs in Bandung in order to improve the economy of Bandung (Sutriadi & Fachryza, 2021). This program created by the Bandung government will certainly make co-working space competition in the Bandung even tighter, so that a good marketing activity is needed to be able to attract the attention of customers and efforts to manage good relationships with customers (Anshari et al., 2019). Therefore, the Batununggal co-working space has planned an effective marketing strategy to attract consumers' attention, because it is widely agreed that marketing strategy is a core idea in the strategic marketing sector and a foundational element in day-to-day marketing activities.

METHODOLOGY

The method used in this study is participatory action research by placing a community empowerment program facilitator. Community empowerment is pursued by a participatory method. Data are analyzed qualitatively and quantitatively, which is a common method used in qualitative studies especially primarily concerned with describing the data they collect. Qualitative research emphasizes both the process and the meaning (subject viewpoint), the theoretical foundation serves as a guide to ensure that the study is grounded in reality (Aspers & Corte, 2019). Quantitative data analysis was carried out on survey to strengthen existing qualitative studies. To strengthen the results of the qualitative study, quantitative data analysis was carried out using a survey method through questionnaires distributed to all community empowerment participants as a form of evaluation of extension activities. By conducting field observations, distributing questionnaires, and interviews, we carry out an analysis that is tailored to the characteristics and needs of creative startups. The research location was chosen purposively, namely in Batununggal District, Bandung City, which was represented by members of the co-working space in Batununggal Bandung. This location was chosen with the consideration that the co-working space is a gathering center for MSME actors in the creative economy sector in the District. This collaborative community service involves several parties as target partners, namely the management and members of the Batununggal co-working space and several employees of the Batununggal District who oversee the Batununggal co-working space in Bandung. Data were collected by observation during the study period, in-depth interviews with key figures/informants and their marketing, as well as focused group discussion activities (FGD).

The method of implementing the internal collaboration community service activities that we will carry out can be described in several stages as follows. Preparation, the strategy used in this preparation stage is to approach and gather information to the target community, namely the management of the Batununggal co-working space in Bandung. This was done to find out the problems and obstacles faced in the operation of the Batununggal co-working space in Bandung. The team gave input on the importance of implementing ICT and the use of digital media in the current era of information technology advancement. After the community was aware of the importance of using ICT in company operations, the next preparation was planning community service activities in accordance with the needs in the field. It is necessary to conduct a literature study and an initial survey related to the needs in the field that will support the implementation phase.

Next, implementation of digital tools and digital ads to promote the Batununggal Bandung co-working space. In the implementation of digital tools, enterprise resource planning (ERP) would be applied, while for digital ads, digital marketing would be applied using social media. Then, training/workshops and assistance related to the use of ERP systems. Target partners would be given training on ERP which is important to support business operations to be more effective and efficient. In addition, Augmented Reality Based Social Media Content training would be held for managers of the Batununggal co-working space in Bandung. Implementing a management system and integration of finance and business operations was carried out in the Batununggal co-working space, Bandung. Mentoring was a post-training activity carried out by lecturers together with target partners. Assistance was carried out for a period of 3 months to see the process of implementing the system in the field.

Finally, program evaluation, evaluation of program implementation and program sustainability after completion of activities was carried out based on methods and stages of community service activities so that the results can be seen from the start and immediately become input for making improvements because they will be input in the next steps and stages. The form of evaluation of community service programs was as follows. The first was measuring the satisfaction of the target community from community service activities in this case the participants of the training and workshops that would be carried out. Measurements were made through filling out questionnaires related to satisfaction with the program of activities that had been carried out. Second was measuring the understanding of participants before and after the activity regarding the training materials and workshops that had been delivered.

RESULTS AND DISCUSSION

Preparation Stage

At this pre-assistance stage, interviews and direct discussions with the target partners were conducted to provide solutions to the resolution of the description of the problems of the target partners that had been described previously. Meanwhile, based on the results of the interview, a solution was produced and that would be implemented by the team based on 2 (two) aspects, namely the technology side and the management and digital marketing side which can be described as follows.

First, developing and implementing digital tools and digital ads to promote the Batununggal Bandung co-working space and improve the optimization of the organization's operations. The digital tool that will be developed is the use of the enterprise resource planning system. In the meantime, digital ads are carried out using Youtube Ads, Facebook Ads and Google Ads to promote the Batununggal co-working space.

Furthermore, providing training/workshops and assistance related to the use of enterprise resource planning systems. Then implementing a management system and integration of finance and business operations in the Batununggal co-working space, Bandung. Finally, providing augmented reality (AR) based social media content training for Batununggal Bandung co-working space managers. It is hoped that by creating interesting information and promotional content on social media using AR technology, the promotions made can attract the attention and interest of potential consumers.

Implementation Stage

This internal collaboration community service activity was carried out by conducting training on digital tools and digital ads, enterprise resource planning training and workshops on the use of augmented reality technology based on social media in making promotions and campaigns for participants and especially SMEs in Batununggal district, Bandung. The documentation and description of the implementation of activities are as follows.



Figure 2. Workshop Implementation for Batununggal Co-working Space
Source: Documentation by Researchers (2022)

Digital tools and digital advertising training is provided by the D3 Digital Marketing study program team, Faculty of Applied Sciences. This training is given to MSME actors and residents of Batununggal District who will build a start-up business. This training is needed by partners to add insight and skills in the use of digital media and the use of advertising in digital media to support the marketing activities of their products. The results obtained from the digital tools and digital ads training activities have increased the competence of the target partners in terms of using digital media in marketing and promoting the products they offer. In addition, MSME actors who are members of the Batununggal Bandung co-working space can implement their marketing strategies using various digital tools using Search Engine Marketing (SEM) and Social Media Marketing (SMM). Participants are also given an overview of the platforms that can be used in Social Media Advertising, namely Facebook Ads, Instagram Ads, Twitter Ads and TikTok Ads.

The enterprise resource planning training is provided by the S1 Business Management Technology and Informatics study program team, Faculty of Business Economics. This training is given to all participants in overcoming problems faced by target partners that they have difficulty in business management and financial integration and business operations in the Batununggal co-working space, Bandung. The training begins with an explanation of ERP software that can help business people control their business more easily, effectively and efficiently. In addition, participants are also given an explanation of the benefits of the ERP system, the modules in ERP (sales and purchases, accounting, HR, etc.) modules. The team will try to implement this ERP system in Batununggal District.

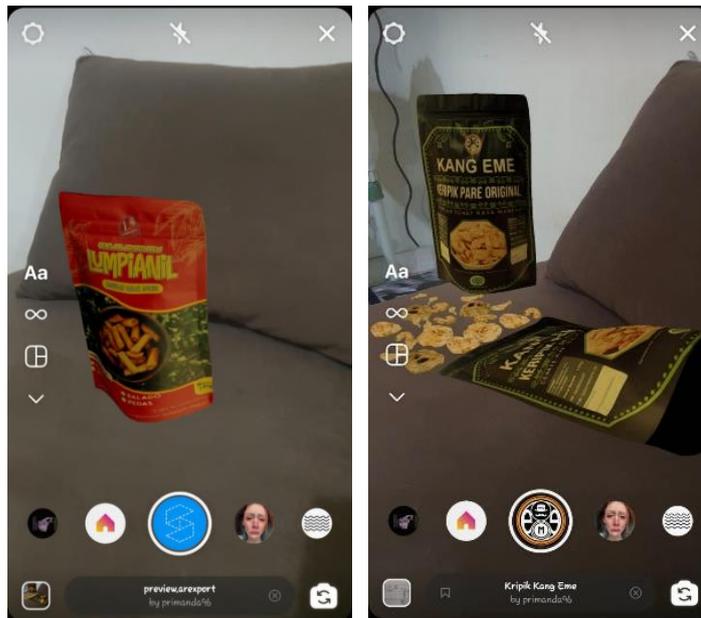


Figure 3. Augmented Reality Concept in Product Packaging
Source: Modification and Documentation by Researchers (2022)

The workshop on the use of Augmented Reality technology based on social media is given by a team from the D3 Software Engineering study program, Faculty of Applied Sciences. This training is given to all participants to provide knowledge and additional promotion methods using AR technology on social media, especially Instagram. Participants are given an overview of AR technology, applications that can be used to create AR-based promotional content, and participants practice on their respective gadgets to create promotional content on Instagram through stories or posts that raise their brand using AR technology.

Program Evaluation Stage

Overall, the series of activities are carried out well, smoothly and orderly. Participants enthusiastically listened to the material and asked questions to the presenters. The participants hope that there will be sustainable activities and assistance for MSME actors who are members of the Batununggal Co-working Space Bandung. Evaluation and feedback as well as input from the target community who participated in this series of community service activities can be summarized in the table below.

Table 1. Evaluation Score of Implementation Results

| Assessment of PKM Activities | The number of each factor that matters | | | | |
|--|--|-----------|-----------|------------|--------------|
| | Strongly Disagree | Disagree | Neutral | Agree | Strong Agree |
| 1. Activity materials according to the needs of partners/participants | 0 | 0 | 0 | 18 | 13 |
| 2. The material/technology/art presented is very useful for the community | 0 | 0 | 0 | 11 | 20 |
| 3. The implementation time of this activity is relatively appropriate and sufficient | 0 | 2 | 1 | 20 | 8 |
| 4. The material/activities presented are clear and easy to understand | 0 | 0 | 0 | 22 | 9 |
| 5. The committee team provides good service during the activity | 0 | 0 | 0 | 8 | 23 |
| 6. The community hopes that activities like this will be continued in the future | 0 | 0 | 0 | 9 | 22 |
| Amount | 0 | 2 | 1 | 88 | 95 |
| % (Amount of each: total) | 0% | 1% | 1% | 47% | 51% |
| Total % agree and strongly agree | 98 % | | | | |

Source: Processed by Researchers (2022)

This community service has the potential to continue the integration of marketing and ERP that has been implemented. After that, the marketing aspect will lead to customer retention within the framework of customer relationship management. Meanwhile, the financial aspect will be integrated with internal business processes. The targets of this community service activity are implementing digital tools and digital advertisements as well as augmented reality-based social media content, as well as implementing effective and efficient corporate resource planning in the Batununggal co-working space, Bandung.

Discussion

In the era of high disruption for technology or services in cyberspace, many companies can make improvements and efficiency. Technology is an enabler that enables companies to carry out their operations more effectively and efficiently (Attaran, 2020). All stakeholders involved in procuring products or services within the company need tools to be able to collaborate on all the work that has been determined and cross-connected with other units or departments within the company in an integrated manner (Sikhwal & Childs, 2021). With this integrated system, all work and achievements that have been carried out can be measured and monitored in real-time to be able to control if there is a performance that is not good or that needs to be controlled.

In addition, digital ads are part of the tools that are also needed by business entities to promote their products and services. Products and services promoted using digital ads allow companies to achieve a wider range of marketing penetration and in accordance with predetermined segmentation and targeting (Joghee, 2021). Digital advertising is indispensable as an inseparable part of the marketing efforts carried out by the company (Briandana & Dwityas, 2020).

An online medium, such as a website or a video stream, is what we mean by "digital advertising." Text, graphics, audio, and video may all be used in digital advertising. A wide range of corporate objectives may be achieved via the use of all media, including brand recognition, consumer interaction, the introduction of new items, as well as encouraging repeat purchases (Enke & Borchers, 2019). Digital advertising is still a relatively young area when compared to more conventional forms of advertising, such as magazines, billboards, and direct mail (Bala & Verma, 2018). Digital advertising is not only about how advertisements look or where they are shown, but it's about how they are developed, marketed, and measured as well. In an age of technological and informational disruption, digital advertising is the correct strategy for organizations to employ.

Enterprise Resource Plan (ERP) is a set of tools and procedures for effectively and efficiently managing all of an organization's resources (Zafary, 2020). When it comes to managing day-to-day corporate tasks including accounting, procurement, project management, risk and compliance management, and supply chain management (SCM), enterprise resource planning (ERP) is a kind of software (Hanum et al., 2020). Enterprise performance management (EPM) software, which aids in budgeting, forecasting, and reporting on an organization's financial outcomes, is part of the whole ERP package (Mayer et al., 2021). ERP systems that facilitate the exchange of data across various business activities by integrating them all into a single system (Bellini et al., 2020). ERP systems ensure input data correctness by gathering transactional data from diverse sources throughout the enterprise and eliminating data duplication (Gaur, 2020).

Numerous organizations of all sizes and in a variety of sectors depend on ERP systems today. Data structures (schemas) in ERP systems are developed utilizing a single shared database (Khan et al., 2015). In this way, standard definitions and common user experiences are utilized to standardize data throughout the company (Venkatesh et al., 2020). Business workflow procedures (e.g. in financial management and human resources, engineering and marketing) connect these fundamental elements to the people who utilize them, and when it comes to the integration of people, processes, and technology, ERP is a must-have tool.

ERP relies on centralized data collecting to enable dispersion of the collected information (Ghani et al., 2019). From the CEO's perspective, ERP systems make it easier for everyone in the company to access and utilize data that has been collected during the whole process. Everyone in the company can be certain that their data is accurate, current, and comprehensive, thanks to the use of a centralized data storage system (Bellini et al., 2020). Without depending on fragmented and error-prone spreadsheets, every work carried out throughout the organization's board, from monthly, quarterly financial reports to single accounts payable reports, is assured data integrity.

Actual-time projection of 3D and 2D virtual items into the real world is the essence of Augmented Reality (AR) (Alqahtani et al., 2020). Additional Reality or Augmented Reality (AR) is a technology that mixes virtual two- and three-dimensional items with real time projections onto a three-dimensional sphere (Akhunova, 2021). A mix of actual and virtual items in a real environment is referred to augmented reality (AR), while a real-time and interactive presentation of the findings is provided (Chen et al., 2021).

Good product marketing is one of the determining factors for a business to thrive. In this digital era, marketing through social media has become a demand. A survey stated that as many as 45% of social media users in Indonesia buy the products they see on the Instagram platform with a number of users reaching 61 million users (Redjeki & Affandi, 2021). Based on this data, an augmented reality application based on social media filters will be created as a means of marketing MSME business products under the co-working space Batununggal District using Spark AR as an Augmented Reality filter platform that can be easily connected to social media platforms, such as Instagram and Facebook by using the fix target tracker feature. Users will then be able to point the camera at the Instagram filter towards the product book/brochure or be directed directly to the product packaging (see Figure 3) to be able to see the 3D effect and interact with the content that has been prepared in advance. The results of the development are expected to improve brand image and people's buying interest in these MSME products.

CONCLUSION

The results obtained from this series of community service activities are: (1) Participants' insight regarding digital-based promotional strategies and the use of digital tools and digital ads for their products have increased; (2) Participants' insight and competence in managing and integrating business using the ERP system also increase; and (3) Training participants can implement AR technology on social media, especially Instagram in promoting their products. This community service activity is expected to support the points 8 in SDGs through the utilization and use of technology, namely digital tools, digital ads and enterprise resource planning. Through a series of activities that our team carries out, it is hoped that target partners can benefit from co-working space operations and increase brand awareness of the Batununggal co-working space in Bandung.

Based on the results of the study, the results of data analysis, as well as the conclusions above, the following suggestions are proposed. The Batununggal Co-working Space party is expected to carry out better marketing communication activities so that the Batununggal Co-working Space advertising promotion can run effectively and increase clickers on Instagram ads. Co-working Space Batununggal is also advised to redesign the company logo, so that the logo can be easily remembered by consumers. The Batununggal Co-working Space must maintain using Instagram ads as an advertising campaign media as well as measuring the performance of ads whether it is working or not. The reason why the Batununggal Co-working Space party must continue using Instagram ads is because it is considered very good and the measurements are considered accurate. The concept of making advertisements must be improved so that consumers are interested, and this can increase ad clickers.

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