

Analysis Of Community Learning Challenges In Skin Cracker MSMEs Actors In The Kampung Baru Area In Facing The Development Of Technological Innovation In The Era Of Society 5.0

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Abstract

The rapid development of science and technology has brought us to the era of Society 5.0, where technology is fully integrated into human life. This era focuses on balancing economic growth and solving social problems. At the same time, although it provides benefits for the sustainability of life, the Society 5.0 era raises various new problems. One of the impacts affected by this change occurs in the economic sector, especially for MSMEs players. This allows local entrepreneurs to have obstacles to their pace of innovation in the business field, disrupting the efficiency of operations, and providing uncontrolled ladder jumps in the digital market. In the Kampung Baru area, researchers found concrete examples of MSMEs players facing these "challenges". One example is the skin cracker production house managed by Mrs. Hj. Ulyanah. The method used in this research is qualitative. The data collection technique used case study and literature study techniques, while the analysis technique is through the process of reduction, presentation and verification. The results revealed that the challenges of learning problems faced by one of the MSMEs in the Kampung Baru area include low accessibility to technology, low skills in utilizing marketing using technology, and limited knowledge of branding production businesses due to lack of technology training. This article aims to analyze the main challenges in community learning of MSMEs players in the Kampung Baru area and explore strategies to overcome the challenges, especially in the aspect of utilizing digital technology for marketing and branding strategies. Therefore, it is hoped that this research can reveal specific and in-depth problems and provide relevant solutions to improve the competitiveness and growth of MSMEs players in the region.

Keywords: *Learning challenges; Society 5.0; Technology.*

INTRODUCTION

Science has developed over time. The development of this science encourages the creation of new technologies that mark the progress of the times (Lestari, 2018). Technological progress is one of the things that we cannot avoid in modern times like today, because the more advanced science is, the more advanced the technology produced (Akbar & Noviani, 2019). Today, technology is advancing at the fastest rate in human history, changing the way we live, work, play, and interact. The era of society 5.0 is a concept that allows humans to be able to use modern technology-based knowledge to fulfill their needs while making their lives easier.

According to (Mutaqin et al., 2023) today's education also requires every individual to improve the quality of themselves in order to compete in the 21st century In this century, individuals are expected to have innovative skills, be proficient in the use of information technology, and have adequate life skills. In the era of society 5.0, every innovation is created to provide positive benefits for human life. In addition to providing convenience, innovation also offers various new ways as a solution in completing all human activities, in the last few decades many benefits have been provided due to these innovations, especially in the field of information technology (Marryono Jamun, 2018). Technological innovation often aims to improve efficiency, productivity, performance, or provide solutions to the various challenges available (Beno Jange et al., 2023).

The existence of society 5.0 creates its own challenges in various fields of life, one of which is in the field of education, including learning (Saragih, 2021). Education has the responsibility of guiding each individual to face change. In Indonesia, the application of technology in the learning process needs to adapt to the demands of today's needs, efforts to transfer knowledge often face various significant challenges. One of the main challenges is the unequal access to technology. Not all people have equal access to advanced technology, resulting in a gap in digitization.

The impact of unequal access to technology learning can also be felt significantly in the economic sector, especially for Micro, Small and Medium Enterprises (MSMEs). The gap in access to technology creates barriers for MSMEs players to develop and compete in an increasingly digitized market. According to (Aris Ariyanto, 2021) in his book *Entrepreneurial Mindsets and Skills* states that Micro, Small and Medium Enterprises (MSMEs) refer to the type of trading business run by individuals or in the form of business entities with a relatively small or micro scale of activities.

One of the main challenges is the lack of branding skills in introducing products to consumers. Most MSMEs players still focus on trading and forget about the branding side, this can occur due to ignorance, ego, or the closed nature of business people to new ideas and new products feel quickly satisfied with the results of their production efforts (Diana et al., 2022). In marketing communications, branding plays an important role in instilling a positive image in the minds of consumers, making it important to understood by MSMEs players.

Product branding is one of the important elements so that MSMEs products are always remembered by the public or consumers for a long time (Oktaviani et al., 2018). Strong branding includes not only attractive logo design and product packaging, but also the overall impression given to consumers through various channels, including social media and online platforms. With a n effective branding strategy, MSMEs can create a convincing image and differentiate themselves from the competition, even with limited access to technology. MSMEs actors often do not understand the benefits of branding, have low knowledge about branding, and do not have a positive entrepreneurial character. Another important factor is that they have not received training or mentoring on effective branding strategies (Saifulloh, 2021). So that the available gaps can be addressed immediately

Kampung Baru's condition as a socio- economically diverse community with limited access to technology also presents challenges in the society 5.0 era. While there are potential local businesses, access to technology remains a significant barrier. A concrete example of this challenge is the skin cracker production house in Kampung Baru, managed by Mrs. Hj. Ulyanah. Skin crackers, as a superior product rooted in local culture, are a source of additional income for the local community. This production house business emphasizes the empowerment of local communities, especially mothers in the Kampung Baru area, and is a solution for employment. However, the traditional production and sales process shows that there is room for development and modernization.

Research Objectives and Research Questions

The purpose of this study is to identify and analyze the main challenges of new village learning when facing the demands of technological development, and to explore strategies that can be used to overcome these challenges. So the formulation of research questions to be answered in this study includes: What are the main challenges faced by MSMEs players in the new village community in facing changes in technological development in the era of society 5.0. By answering this question, it is hoped that it will reveal the specific and in-depth problems faced by stakeholders, and provide a strong foundation for formulating relevant and effective solutions.

Scope and Limitation of Research

This research will limit its scope to analyzing the learning challenges faced by new village communities in the context of technological development. This research has several limitations that need to be considered. First, this research is limited to MSMEs in the Kampung Baru area, which allows for a specific focus on local issues. This geographic focus is important for understanding the context and challenges faced by MSMEs in the area.

Second, the subject of this research is one entrepreneurial Skin cracker MSMEs in the kampung baru area. The selection of this subject is based on their great potential in contributing to the local economy because they absorb a lot of labor in the area, even though they face various obstacles in utilizing digital technology and a good branding strategy.

Third, this research is limited to aspects of digital technology utilization relevant to marketing and branding strategies, including the use of social media, e-commerce platforms, and other digital platforms. This is important to maintain the research focus on the areas that have the most influence on improving the competitiveness of MSMEs.

Fourth, the research was conducted over a period of time that allowed for in-depth data collection but was limited to a predetermined period, ensuring completion of the research with available resources and within a realistic time frame.

Therefore, this article not only provides a better understanding of the learning challenges of skin cracker MSMEs in Kampung Baru region in entering the digital era, but also identifies steps that can be taken to overcome these challenges. Practical implications and recommendations for the development of community education as well as directions for further research are also discussed in this study, thus providing a valuable contribution in improving learning effectiveness in the evolving digital era.

RESEARCH METHODS

The observation activity was carried out on March 31, 2024 at 09.00 - finished, at the skin cracker production house in Kampung Baru, Serang Regency, Banten. One of the places visited was the skin cracker production house of Mrs. Hj Ulyanah. This location was chosen because it is one of the most dominant leather cracker trading centers in the region and is the most active at present. In addition, its easy access makes it easier for researchers to gain a deeper understanding of the challenges faced by one of the MSMEs business actors in the Kampung Baru area, Serang.

This research uses qualitative research methods. Qualitative research method is one of the research methods used to examine natural conditions and objects, where the researcher acts as a key instrument, data collection techniques are triangulated, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization (Abdussamad, 2021).

The main objective of this method or approach is to gain an in-depth understanding of the learning challenges faced by MSMEs players in Kampung Baru in facing technological developments in the society 5.0 era. The research design is a case study and literature study. This research is designed as a case study. According to (Yona, 2006) a case study is research that emphasizes a deeper understanding of certain phenomena for individuals.

The case study will provide a comprehensive picture of the situation and challenges faced by one MSMEs business actor, Hj. Ulyanah, who manages a skin cracker production house in Kampung Baru. Through case studies researchers will have the opportunity to gain a deep understanding of the experiences, perceptions and challenges faced by respondents in the context of learning. Furthermore, literature study is used to complement empirical data with relevant theories and previous research results. The sources used in the literature study came from scientific journals, reports, scientific proceedings, government regulations or related documents.

The collected data will be analyzed in depth using the descriptive analysis method to answer this research question. Qualitative analysis will be carried out by understanding and examining the data in detail, starting with exploring all the data obtained, verifying the validity of the data, and translating or interpreting to draw research conclusions. The findings of this study will be analyzed using the data analysis approach developed by Miles and Huberman (1994), which includes three related sub-processes: reduction, presentation, and verification or conclusion drawing (Jayanthi & Dinaseviani, 2022).

RESULTS AND DISCUSSION

Result

From the results of observation activities, a description of the cracker business activities was obtained. One of the MSMEs owned by Mrs. Hj. Ulyanah is leather. The processes observed include product manufacturing, product packaging, product marketing, and information dissemination to customers. The manufacturing process and product packaging are quite good, but researchers noticed that marketing is still done traditionally. Marketing is constrained by the absence of a logo and the lack of business branding skills. Marketing is still done through direct meetings with customers and suppliers as well as spreading information by word of mouth.

During the observation, the researcher also noted Hj. Ulyanah's use of digital technology. It was revealed that the technology used is still very basic, limited to the use of mobile phones for simple communication. There is no use of the internet for digital marketing purposes, and the digital skills of the business owners are also very limited. The researcher observed that the MSMEs manager, Hj. Ulyanah's mother, did not understand how to use social media or e-commerce platforms, which is a significant barrier to improving competitiveness and operational efficiency. This lack of knowledge and skills in graphic design and business branding makes it difficult for MSMEs players, including Hj. Ulyanah's business, to take advantage of the opportunities available in digital marketing. In fact, strong branding can help increase product visibility, attract more customers, and ultimately increase sales.

It can be concluded that this research reveals that there are various challenges faced by MSMEs in Kampung Baru in facing technological developments in the Society 5.0 era, it was found that there are 3 problems faced by skin cracker MSMEs players in the new village area, including:

1. Accessibility to technology is still very limited.

Access to adequate technology remains a significant obstacle for many Micro, Small and Medium Enterprises (MSMEs), including Hj. Ulyanah. Although Hj. Ulyanah owns a mobile phone for daily communication, the device he uses is an older model that does not support the various advanced applications or features that are now vital in digital marketing. This limitation hinders Hj. Ulyanah's ability to utilize the internet as a tool to advance his business.

The business has minimal knowledge about using the internet and digital technology for business development. This has led to them only using the phone for basic communication needs such as calls and SMS, without tapping into the potential of digital marketing such as the use of social media, e-commerce platforms, or digital payment systems that can increase market reach and operational efficiency. As a result, MSME players like Hj. Ulyanah face difficulties in adapting to increasingly digital and dynamic business developments, which ultimately slows down their growth and ability to compete in the wider market.

2. Digital skills among MSMEs players are also low.

Hj. Ulyanah's digital skills are low, which has a direct impact on how he manages and markets his business. Hj. Ulyanah only uses his mobile phone for calling and messaging without understanding how to use social media or e-commerce platforms. This means her business still relies on traditional marketing methods, such as face-to-face meetings with customers and suppliers, and word-of-mouth.

This approach limits the effectiveness and reach of marketing, slowing down the growth of her business in the ever-evolving digital era. The reason for the lack of knowledge is because the available workers are often not at a young age, and lack familiarity with digital technology, so they have not been able to adapt to modern marketing methods. This reliance on old strategies causes us to see Hj. Ulyanah to be trapped in unproductive work patterns and lose out to businesses that have already utilized digital technology, thus limiting the growth and innovation of their business.

3. In addition, MSMEs managers such as Hj. Ulyanah have also never participated in technology training.

In addition to low digital skills, the businesses managed by Hj. Ulyanah's mother also rarely attend technology trainings that play an important role in improving their ability to utilize digital tools for business purposes. Currently, Hj. Ulyanah only relies on help from family or close friends who also have limitations in terms of time and technological knowledge, which could eventually lead to this technological gap not being resolved.

This condition makes Hj. Ulyanah's employees realize the importance of branding and digital marketing, but they don't know how to start. Unfortunately, the technical assistance available is often not specific enough or does not reach businesses in remote areas, leaving them without relevant and practical solutions for their needs. They realize that technology can have a positive impact, but limited access to the right training and support makes it difficult for them to adapt and implement the technology in their daily business operations.

The findings also show that there is awareness of the importance of technology in improving business competitiveness and efficiency, but implementation is still very low. Hj. Ulyanah, for example, realizes that advanced technology is helpful, but does not have the knowledge or access to utilize it. These limitations hamper the potential growth and competitiveness of MSMEs in an increasingly digitized market.

Table 1.

No	Title/Content	Note
1	Introduction	Study focus Identify and analyze challenges in technology adoption for MSMEs in Kampung Baru. Context MSMEs in Kampung Baru: Case: Skin cracker production house by Ibu Hj Ulayah. Key challenges adoption of technology improving operational efficiency, expanding market reach. Significance address technological barriers to foster economic growth and solve social issues. Expected outcomes insights and strategies to enhance technological adaptation and market competitiveness.
2	Method	This research uses a qualitative case study approach to identify and analyze the technology adoption challenges faced by MSMEs actors in Kampung Baru. The research location focuses on the skin cracker production house owned by Mrs. Hj Ulayah. Data collection was conducted through in-depth interviews with business owners, direct observation of the production and marketing processes, and review of related literature. The main instruments used were interview guidelines and field notes. The data collection process included identification of MSMEs actors, interviews, operational observations, and thematic analysis to find patterns and main themes. Data triangulation and double-checking by researchers were used to ensure the reliability and validity of the findings.
3	Discussion	This discussion highlights three main aspects of Mrs. Hj Ulayah's skin cracker production house: difficulties in technology adoption, improving operational efficiency, and expanding market reach. Challenges in technology adoption include the lack of technical knowledge and adequate technological infrastructure in Kampung Baru. While technology can improve efficiency, its application is still limited due to the predominantly manual nature of the production process. Meanwhile, marketing of skin crackers still largely relies on traditional methods, with a lack of digital marketing strategies and skills in using online platforms hindering market expansion. This emphasizes the need for training, mentoring, as well as infrastructure support to address these challenges.

Discussion

The results show that the main challenges faced by MSMEs in Kampung Baru are The gap in digital skills is also a major obstacle for MSMEs players in utilizing opportunities in the Society 5.0 era. Low digital skills result in the inability to utilize digital platforms and social media effectively. The reason these skills are needed is because currently both trends and consumer mindsets tend to experience changes that continue to change according to the times. (people's consumption patterns tend not to be fixed / want to see an update of a product)

Product competitiveness in the market is also considered increasingly tight, competitive and potentially dim because it is displaced by other entrepreneurs who sell similar products. (example of innovation: creating a product ownership identity on the packaging so that it can be attracted by the target market). To overcome this, the skin cracker MSMEs need more intensive and personalized support to understand and implement digital technology in their business. Training programs should be designed in a way that is easy to understand and follow for those who are not familiar with technology.

With the right approach, MSMEs such as the skin cracker business in Kampung Baru can be better equipped to deal with technological developments and capitalize on opportunities for business growth and sustainability. By carrying out digital transformation, MSMEs are able to strengthen competitiveness, expand market reach, and increase operational efficiency by reducing the time and costs incurred for business activities, and facilitate market access or product distribution to consumers (Putra et al., 2023).

Therefore, accurate and effective solutions are needed to overcome this. Such as more specific training and mentoring for MSMEs players such as Hj. Ulyanah for help them develop skills in packaging logo creation and business branding for marketing business operations. This will help them utilize digital technology more effectively and increase their competitiveness in an increasingly competitive market. The effective solution is also put forward by Hervé et al., (2020) cited by (Agustin et al., 2023) saying that there are strategies that can be done to deal with digitalization for umkm actors, namely by adopting a digital platform, expanding in a strategic way and optimizing the use of internal resources for these businesses

CONCLUSIONS

Overall, the main challenges faced in community learning in Kampung Baru include limited access to technology, low digital literacy, and adaptation to technological change. This research proposes potential solutions, including improved access to technology, digital literacy programs, and support for local businesses in utilizing technology for branding and marketing. With this approach, it is hoped that the Kampung Baru community can be better prepared to face the development of technological innovation in the Society 5.0 era.

Overall, the conclusion of this research highlights the challenges faced by Micro, Small and Medium Enterprises (MSMEs) actors in Kampung Baru in adopting and utilizing technological innovations in the Society 5.0 era. Low digital literacy and limited access to technology are the main problems that need to be overcome. This research suggests the need for the development of specialized training programs to improve digital skills and understanding of technology utilization in marketing strategies and business operations. In addition, direct mentoring and increased access to technology are also important solutions in overcoming the technology gap that hinders the growth and competitiveness of MSMEs in an increasingly digitized market.

With thus, implementation of these solutions is expected to improve digital literacy and competitiveness of MSMEs in Kampung Baru and make a significant contribution to local economic development. With this approach, it is hoped that the people of Kampung Baru can be more prepared facing the development of technological innovation in the era of Society 5.0 Overall, this research emphasizes the importance of easy access to technology to improve the competitiveness of MSMEs in the Society 5.0 era and how strategies can be carried out in overcoming the digital divide.

In addition to training, improving access to technology is also a priority. Providing adequate hardware and stable internet access will greatly assist MSMEs players in running their businesses more efficiently. The government and related institutions can play an important role in providing technological infrastructure in remote areas such as Kampung Baru

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