

Increasing Business Independence through Entrepreneurial Behavior and Marketing Digitalization at Dupa Andini Msmes in Gianyar, Bali

I Made Pulawan¹, I Made Sara², Dewa Ayu Niti Widari³

^{1,2,3}Faculty of Economics and Business, Warmadewa University

ABSTRACT: MSMEs have an important role in encouraging regional economic growth, including in Gianyar Regency which is known as the center of the creative industry. One of the potential MSMEs is Andini Incense Incense, which produces incense for religious ceremonies, household consumption, and the tourism sector. However, business development still faces challenges in the form of limited product innovation, narrow marketing networks, and low adoption of digital technology. This study aims to analyze the influence of entrepreneurial behavior and digital marketing strategies on increasing the independence of Andini's Incense business. The method used is a qualitative approach through observation, interviews, and business mentoring, which focuses on aspects of innovation, proactiveness, courage to take risks, and the use of digital media in product marketing. The results of the study show that strengthening entrepreneurial behavior is able to encourage the creation of a variety of innovative products, while the implementation of digital marketing strategies through marketplaces and social media increases market reach and competitiveness. Thus, the integration of entrepreneurial behavior and digital marketing is a key factor in building the independence of Dupa Andini MSMEs to be more adaptive and sustainable in the era of global competition.

KEYWORDS: MSMEs, entrepreneurial behavior, digital marketing, business independence, Incense Andini

I. INTRODUCTION

Sukawati Village is one of the villages in Gianyar regency, precisely in Sukawati district. Sukawati Village is the center of activities of villages in Sukawati sub-district. The majority of the livelihood of the people of Sukawati Village is self-employed, the people of Sukawati village generally work as traders of various works of arts and crafts in the Sukawati market, besides that there are also residents who work as farmers, agrarian in addition to trade, household industry, services and also rich arts including dance, tabuh art, carving, building art, puppetry and silver crafts. One of the growing MSME sectors is the incense craft industry, which has an important role in the culture and religious rituals in Bali. Andini incense is one of the MSMEs engaged in incense production in Banjar Tebuana, Gianyar.

The incense products produced are not only used for religious ceremonial purposes, but also for household consumption and the tourism sector. Gianyar itself is known as a center of the creative industry, making it a strategic location for MSMEs such as Incense Incense (Wibowo, 2023)]. The Gianyar Regency Government has shown support for MSMEs through capital access facilitation programs, entrepreneurship training, and business digitalization. However, the challenges faced by Incendar Andini in developing his business are the lack of product innovation, limited marketing networks, and low proactive attitude in adopting modern technology and marketing strategies (Firmansyah & Hidayat, 2023).

According to Kottler & Keller, (2013) marketing is an activity in providing satisfaction to customers for what is needed. Based on practice, marketing is the process of managing or managing relationships with profitable customers. Marketing carried out by utilizing *digital platforms* or *marketplaces* allows consumers to enjoy the product while staying in their own homes (Kusumawardhani, et al., 2020). The pressure is high for manufacturers in the digital age due to the rapid evolution of technologies that digitize the means of production (Mittal *et al.*, 2019). Entrepreneurial behavior is an important factor in increasing business independence. According to a study by Wibowo (2023), entrepreneurial behaviors that include innovation, proactiveness, and the courage to take risks have a significant impact on the growth of MSMEs.

The owner of Andini Incense Incense, Mrs. Ayik Diah Utari, has shown an entrepreneurial attitude by creating a variety of innovative incense products, but still needs to strengthen business strategies to increase business competitiveness. Research by Kory and Sanica, 2023 highlights the importance of digital marketing strategies in increasing the competitiveness of MSMEs in Bali, especially in the face of global competition. In addition, the incense market in Bali is a very attractive market, because the consumption of incense for daily activities is very high.

Research by Firmansyah and Hidayat (2023)], MSME actors who have skills in market analysis and marketing strategies are better able to survive in a competitive industry. Therefore, with stronger entrepreneurial behaviors, such as creativity in product

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diversification, courage in expanding market networks, and readiness to face business risks, Andini Incense has the potential to increase the independence of its business and develop more sustainably. The mentoring method is one of the effective strategies for MSMEs to develop their businesses because mentoring activities are tailored to the needs and abilities of business actors (Rofieq *et al.*, 2018), improving the competence and performance of MSMEs (Olsen & Eikebrokk, 2009).

Based on the results of observations of the problems of Micro and Medium Small Enterprises and the results of previous research, it is important for Andini incense business actors to know and implement Increasing Business Independence through the entrepreneurial behavior of Andini Incense MSMEs to be able to compete and increase sales.



This Community Service Program (PKM) is here to provide **assistance, training, and strengthening entrepreneurial capacity** for Andini Incense MSMEs. Through this approach, it is hoped that there will be an increase in innovation capabilities, the use of digital technology, and the implementation of the right marketing strategy so that businesses can develop more independently and sustainably. In addition, PKM activities are also expected to be able to foster an adaptive entrepreneurial mindset, so that Andini Incense not only survives in the local market, but is also able to compete in a wider market.

II. PROBLEMS AND SOLUTIONS

2.1 Partner Problems

Based on the results of observations and discussions with business owners, there are several main problems faced by **Andini Incense MSMEs**, namely:

1. Limitations of Networks and Marketing Strategies

Product marketing still relies on conventional methods (word of mouth, sales in traditional markets) so market reach is very limited. There has been no use of digital technology, such as social media, marketplaces, or online branding to expand the market.

2. Low Understanding of Business Management

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Partners still have difficulties in financial recording, calculation of production costs, and cash flow management. This makes business profits difficult to map clearly and has the potential to hinder business development.

3. Lack of Proactive Attitude in Entrepreneurship

Partners tend to be passive in reading new market opportunities, hesitant to take risks to try innovation, and have not been optimal in building networks with other business actors.

2.2 Solutions offered

To overcome these problems, this service program offers several strategic solutions that are tailored to the proposer's field of science, including:

To answer these problems, the PKM team offers several solutions through mentoring and training activities, namely:

1. Strengthening Digital Marketing Strategy

Training on the use of social media (Instagram, TikTok, Facebook) as a means of promotion. Help partners create marketplace accounts (Shopee, Tokopedia, etc.) to expand market reach. Assistance in creating digital content (product photos, promotional videos, product storytelling).

2. Business and Financial Management Assistance

Simple financial recording training so that partners can separate personal and business finances. Assistance in calculating HPP (Cost of Production) and determining competitive selling prices. Preparation of a simple business plan as a guide for business development.

3. Improvement of Entrepreneurial Behavior

Mentoring to foster a proactive, innovative, and risk-taking attitude through case studies and entrepreneurial role models. Encourage partners to be more daring to collaborate with other business actors and the MSME community in Gianyar.

III. METHODS AND FIVE STAGES OF SERVICE IMPLEMENTATION

3.1 Stages of Each Activity

This PKM takes place through 3 main activities, namely:

1) Preparation and Initial Survey

Includes coordination with partners (Mrs. Ayik Diah Utari), socialization of the activity process, as well as the preparation of tools, materials, and service materials. The initial survey was conducted to map the business conditions, partner needs, and suitability of the program to be implemented.

2) Implementation of Core Activities

Using lecture/socialization methods, training, mentoring, and the application of appropriate technology.

3) Monitoring and Evaluation

It is carried out to measure the success rate of activities through initial evaluation, final evaluation, and evaluation of program sustainability

Table 1. Stages and types of PKM activities

Phase	Types of Activities	Activity Description
1. Socialization	Counseling on the importance of entrepreneurial behavior	Partners are given an understanding of the importance of innovation, proactiveness, and the courage to take risks in developing a business. Counseling was also given on the importance of simple accounting and business promotion in increasing sales turnover.
2. Training	Business management and digital marketing training	Participants were trained on how to record transactions with simple notes, calculate HPP (Cost of Production), and determine the selling price. In addition, training on digital marketing strategies using social media (Instagram, Facebook, TikTok) and marketplaces (Shopee, Tokopedia) was given.
3. Application of Technology	Use of appropriate technology	Introduction and assistance in the use of business support tools (e.g. simple packaging tools) and digital technology in packaging design and online promotional content creation.
4. Mentoring	Partner-intensive mentoring	Direct assistance in: (1) simple financial record-keeping, (2) creation of digital promotional content (product photos/videos), (3) packaging repairs, and (4) building marketing networks.
5. Program Sustainability	Monitoring and Evaluation	The evaluation was carried out by distributing questionnaires and interviews to find out the improvement of partners' knowledge, skills, and entrepreneurial attitudes. The results of the evaluation are used to design the sustainability of the program, for example the formation of fostered MSME groups or cooperation with the Gianyar MSME community.

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Evaluation of the implementation of community service activities with the community partnership empowerment scheme can be carried out by 1) Initial evaluation. 2) Final evaluation 3) Program Sustainability Evaluation

3.2 The five stages in Community Service are as follows:

1) Preparation and Observation Stage

At this stage, field observations are first carried out on the Partner to obtain information and find out the real situation or condition of the Partner so that the most urgent problems of the Partner can be known to find solutions through mentoring.

2) Implementation Stage

In the second stage, assistance began to be carried out by providing counseling, lectures on solutions that must be done by partners to overcome problems

3) Evaluation/Monitoring Stage

At this stage, after assistance in the form of training, an evaluation is carried out to determine the development of the partner whether there is positive progress in terms of understanding the material provided and the increasing progress on the products sold.

4) Report Preparation Stage

At this stage, the team compiles a report on the results of the implementation of the service which will later be evaluated by the review team to improve the final report

5) Report Deposit Stage

At this stage, it is the submission of the final report which includes a report on the results of the implementation of the service in the form of outputs that have been published in an international journal, videos of activities, publications in online or print media and IPR

IV. RESULTS OF THE IMPLEMENTATION OF ACTIVITIES

The implementation of PKM activities at **Andini Incense MSMEs** in Banjar Tebuana, Gianyar, has been running in accordance with the plan prepared with partners. The results of the activity can be described as follows:

1. **Socialization** In the early stages, the PKM team provided counseling on the importance of entrepreneurial behavior for MSME actors. Partners are given an understanding of how innovation, a proactive attitude, and the courage to take risks can affect business development. In addition, the team also delivered material on the importance of simple financial recording and business promotion strategies. Partners responded positively to this counseling because most of them did not have a deep understanding of the role of accounting and digital marketing in supporting business sustainability.

2. Training

The training phase is focused on strengthening the capacity of partners in business management and digital marketing. Partners are taught how to record transactions using simple notes, calculate the Cost of Production (COG), and determine the selling price of products more accurately. In addition, training was given on the use of social media (Instagram, TikTok, and Facebook) for product promotion, product cataloging, and how to utilize marketplaces such as Shopee and Tokopedia. As a result, partners are starting to be able to create simple content in the form of product photos and videos for online marketing needs.

3. Application of Technology

In this activity, the PKM team introduced appropriate technology in the form of production and packaging support tools. Partners are trained using simple packaging tools so that incense products have a more attractive appearance and suit the tastes of the modern market. In addition, the team also assists partners in designing product packaging using simple digital applications. The results of the application of this technology make Andini's incense products have more added value than before.

4. **Mentoring** After the training, the PKM team provided intensive assistance to partners. Assistance is carried out in simple financial recording, digital promotional content design, and product packaging improvement. Partners are also directed to expand their marketing network by joining the local MSME community in Gianyar. The results of the mentoring showed an increase in partners' confidence in marketing products and the courage to try new marketing methods.

5. Program Sustainability

To assess the impact of the activity, the PKM team conducted an evaluation through questionnaires and interviews. The results of the evaluation showed an increase in partners' knowledge about entrepreneurship, financial recording skills, and skills in using digital media for promotion. Mitra stated that it is ready to continue the new practices gained from this program and is committed to maintaining business sustainability by developing product innovations and expanding marketing independently.

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Product Catalog Images



Documentation Images of Kasdan Design Book Recording Assistance Name

After the assistance was carried out, there were several benefits obtained, namely Partners had more skills in making daily cash books to record expenses and all incoming income, Partners were able to increase market share as seen from the asset value which increased by 33.33% and sales increased by 50%. This PKM activity ended by providing assistance in the form of production equipment in the form of seller machines, business cards, raw materials, and product catalogs. With the help of these equipment and raw materials, it can facilitate the production process so that it can increase sales. The following is a picture of handing over production equipment to partners by the team leader and continuing to eat together.

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Mitra explained that after the assistance from the Warmadewa University Service Team, an overview of the improvement can be obtained as in the following table.

Table 2. Activity Achievement Indicators

Yes	Information	Before PKM	After PKM	Progress
1	Assets	IDR 60,000,000	IDR 80,000,000	33,3%
2	Sales/ Average/month	IDR 50,000,000	IDR 75,000,000	50%

V CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

- 1) Partners gain a better understanding of entrepreneurial behavior, especially regarding the importance of innovation, proactiveness, and the courage to take risks in developing a business.
- 2) Through business management training and simple financial recording, partners are now able to calculate HPP (Cost of Production), record transactions, and separate business and personal finances.
- 3) Digital marketing training through social media and marketplaces improves partners' skills in promoting products more broadly.
- 4) The intensive assistance carried out is able to increase the confidence of partners and foster a proactive attitude in expanding business networks, so that businesses become more independent and competitive.

Thus, this PKM activity has succeeded in having a positive impact in increasing the independence of partners' businesses through strengthening entrepreneurial behavior.

5.2 Suggestion

- 1) For Partners (MSMEs Incense Andini):

Continue to implement consistent financial recording so that business development can be monitored properly. Develop product innovation in a sustainable manner, both in terms of aroma, packaging, and digital marketing strategy. Actively building networks with the MSME community and government agencies in order to expand market access and cooperation opportunities.

- 2) For Local Governments

It is expected to provide further support in the form of continuous training and facilitation of the promotion of local MSME products through regional exhibitions and digital platforms. Providing access to capital that is easily accessible so that MSMEs can expand their business.

- 3) For Colleges:

It is necessary to continue to implement the PKM program on an ongoing basis to help empower local MSMEs. Encourage applied research and follow-up mentoring to strengthen community-based entrepreneurship practices.

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With the continuity between partners, the government, and universities, it is hoped that MSMEs such as Incense Incense will be able to grow independently, innovatively, and contribute to strengthening the creative economy in Gianyar Regency.

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