



Assistance in using the marketplace platform for scavenger groups

Pendampingan penggunaan platform marketplace untuk kelompok pemulung

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ABSTRACT

A problem in small-scale industries is the lack of marketing knowledge of digital technology. Based on this problem, this Community Service activity was carried out with the aim of increasing the knowledge of the scavenger group who are members of the Tunas Mulia Foundation, in the Bantar Gebang Integrated Waste Management Site, Bekasi. Activities are carried out through training and assistance in using sales applications through the marketplace platform. The purpose of this activity is to help increase the income of scavenger families by expanding the market through digital technology. The method used is the presentation of the material at the location of the Foundation. The material is given by the lecturer and then direct practice in making the platform is assisted by students as a companion to the participants. A total of 40 scavengers who participated in the mentoring were divided into two classes. The PKM activity was carried out for half a month, starting on December 14-30, 2021. The results of this activity were very satisfying for the participants, as seen from the results of the questionnaire and had increased the ability of participants to market their products through the marketplace and proved to significantly increase family income.

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1. INTRODUCTION

The Bantargebang Integrated Waste Management Site (BIWM) is located in Ciketing Udik Village, Cikiwul Village and Sumur Batu Village, Bantargebang District, Bekasi City. The BIWM occupies an area of 110.3 hectares, consisting of an effective area of 81.91% and the remaining 18.09% for infrastructure such as entrance roads, office roads and leachate processing installations. The largest BIWM in Asia has been operating since 1989. This location has become the estuary of the residents of the capital city. Every day

there are 7,000-8,000 tons of waste sent from all over Jakarta with a total of approximately 1,300 garbage trucks. (Unit Pengelola Sampah Terpadu, n.d.). The existence of BIWM has an attraction for scavengers who scavenge garbage everyday looking for items such as plastic bottles, cardboard, iron, and so on to be collected and sold to collectors. Interestingly, these scavengers come from several areas around West Java and they take their families with them and occupy houses that are not fully livable around the BIWM locations. The existence of scavengers who have families and progeny makes the scavenger groups become more numerous in number. This causes many problems, including family economic problems. The existence of a scavenger group has led to the emergence of a foundation, namely the Tunas Mulia Foundation which oversees the scavenger group in the integrated waste management area in Bantar Gebang, Bekasi. Among other things, this foundation aims to help improve or increase the income of scavenger families. Tunas Mulia Foundation has business units including passion fruit plantations and production of passion fruit drinks, quail and fried quail breeding, as well as various handicrafts. Sales of produce are sold at the Cooperative, which is located in BIWM environment and is managed by the scavengers themselves. Sales are entirely done conventionally, displayed in stalls or cooperatives. The market potential that can be reached only comes from the Bantar Gebang BIWM environment.

The problems faced by small and medium industries in general are marketing problems which are constrained by knowledge of online marketing (Arifudin, 2020). The trust of e-commerce consumers in Indonesia is strongly influenced by the quality of the website and the security arrangement presented through the website, while the reputation of the vendor through the website does not significantly influence consumers to be more confident in an online fashion store vendor (Pujastuti et al., 2015). In the online selling assistance effort, participants showed enthusiasm to migrate the sales system from a conventional approach to a digital approach, namely by selling online on a digital platform (Huda & Sukadiono, 2021).

Several service activities carried out previously have proven that online sales training is proven to increase sales. In the long pandemic period at the end of this second year, online sales are also a useful solution to prevent the spread of COVID-19 (Budiyanto et al., 2020). That the use of social media really helps MSMEs to survive during the pandemic is also stated by Syifa et al. (2021), Supriyani & Untari (2021), Candra et al. (2021), Zai (2021), Muyassarrah et al. (2021), and Wisataone (2021).

Regarding digital marketing training, the result is an increased order rate of 60 percent, as well as the expansion of marketing networks through social media (Qurrata et al., 2021). Likewise, the dedication to craftsmen in the field of digital marketing is carried out by Hidayah et al. (2021), one of the results achieved is that there is an increase in sales due to the online shop. Similar activities were carried out by Sofiyana (2021). The result of the service carried out is that partners have an understanding of using the internet as a marketing tool. Partners also have the ability to market products using social media, namely Facebook and Instagram. Likewise, the results of the service Wardani (2019), Irianti et al. (2021), Sule & Siswanto (2021), and Septiningrum et al. (2020) all of which showed good results. mean the same.

Based on the experience, benefits and results of previous training activities in community service, as well as studying partner problems during an assessment at the first meeting, Community Development Program (CDP) which aim to provide solutions to partner problems are designed with illustrations of service activity designs as shown in Figure 1.

Assistance in using the marketplace platform for scavenger groups

Lucia Ari Diyani, Kristiana Widiawati, Indra Muis



Figure 1. Community Development Program (CDP) design

Figure 1 shows the outline of Community Development Programs which are divided into 3 (three) stages. The first stage starts with listening to the problems faced by scavengers in marketing their products. The main partner problems are the lack of education level, the lack of technological knowledge in the field of digital marketing and the difficulty of reaching a wider market. After knowing the partner's problems, enter the second stage, which is to find solutions and design service activities with the aim of providing solutions to sales problems in order to be able to take advantage of technology using the marketplace platform. In the third stage, namely implementation, the activities carried out include training, practice, and mentoring. With the problems faced by partners and conventional sales conditions, the purpose of this Community Development Program (CDP) is to provide training to the community around BIWM, especially for scavengers under the care of the Tunas Mulya Foundation. Through Funding Assistance for the Independent Study Policy Research Program in Independent Campus and Community Service Based on Private Higher Education Research Results in 2021, Community Development Program can be carried out.

The training provided is about the use of technology in marketing a product online using a marketplace. Starting from training on how to take good product photos, how to upload products to how to carry out strategies in marketing products at the Tunas Mulya Foundation. Online sales or e-commerce can be used to maximize profits because they can reach a wider market without time and place restrictions. A lot of types of e-commerce are developing in Indonesia. Marketplace type e-commerce is a type of e-commerce that is very developed in Indonesia. Marketplaces in Indonesia include Shopee, Tokopedia, Bukalapak, Lazada, Blibli, Instagram, and so on. This training is carried out by choosing to use the market place Shopee, Tokopedia and Instagram. With online sales, the products are expected to be more easily accessible to many people.

2. METHODS

This Community Development Program is carried out using a Participatory Action Research (PAR) approach. The PAR approach is a form of activity by actively involving all interested parties. (Huda & Sukadiono, 2021). The involvement of all these parties is required by using their own experiences as case examples. The goal is to make changes to the method for the better. The activities are carried out for approximately 15 working days, namely 14-30 December 2021. The implementation method is carried out through training, practice and mentoring. The location of Community Development Program is Tunas Mulya Foundation (TMF), Bantargebang Integrated Waste Management Site (BIWMS), Ciketing

Udik Village, Sumur Batu Village, Bantar Gebang District, Bekasi City. The implementation time is every Monday-Saturday, 13.00-17.00 WIB. The location of t BIWMS is shown in Figure 2.



Figure 2. Map of the Bantar Gebang Integrated Waste Management Site, Bekasi

Figure 2 shows the location of the Bantar Gebang integrated waste disposal site in the Bekasi area, not far from the city of Jakarta. This location is the final destination for waste disposal from all the garbage of the citizens of the capital. Garbage as much as 7,000-8,000 tons every day, becomes fertile ground for the search for discarded goods for scavengers. Every day there are approximately 1,300 garbage trucks from Jakarta who come to dispose of Jakarta residents' garbage to BIWMS (Unit Pengelola Sampah Terpadu, n.d.).

Training

During the 15 days of training, the allocation of time for training and mentoring is on the first day of introductions and assessments. Furthermore, on the second to fourth day, the presenters share by giving lectures in front of the class to the participants. Participants consisting of scavengers and their families listened to how to take photos of products to make them look attractive, how to write product-related information, and how to choose and register in the marketplace. Participants seemed enthusiastic with lots of questions and discussions.

Practice

On the fifth to eighth day, the practical method is carried out so that the training participants can directly apply the knowledge from the training using the presentation and question and answer method. The presenters helped the trainees by providing some examples that had been applied. The practical method is carried out with the help of students to be able to show the process of the practice being carried out (Muhsinin et al., 2019). Practice is carried out on the fourth to seventh day by collecting products, packing products as attractively as possible, choosing products to be photographed, choosing the best photos, trying shopee, Tokopedia and Instagram applications, uploading product photos, inputting data and marketing online. on line. This activity is led by a lecturer and accompanied by several students who help carry out the practice.

Mentoring

At this stage the product has been marketed and participants are accompanied to receive orders, prepare products for delivery and receive payments. In online marketing, trust from buyers is able to

Assistance in using the marketplace platform for scavenger groups

Lucia Ari Diyani, Kristiana Widiawati, Indra Muis

mediate the relationship between reputation and buying interest. (Kusumawati & Diyani, 2021). Therefore, it is very important to maintain the reputation of the products marketed online. Assistance is carried out on the ninth day until the fourteenth day, so that participants can really maintain their reputation by quickly responding to orders that come in online. This training and mentoring were carried out for a group of scavengers who live around the Bantar Gebang TPST location, as shown in Figure 3.



Figure 3. Location and settlement of scavengers in TPST Bantar Gebang, Bekasi

Figure 3 is an activity that occurs throughout the day at the Bantar Gebang garbage dump, Bekasi. Garbage trucks come from all over Jakarta. While the other picture is the atmosphere of a scavenger village located not far from a garbage dump. Training and mentoring activities are carried out by adjusting the scavenger's free time, which is in the afternoon until the afternoon after finishing working as a scavenger, so that they can still work to earn money. The training was carried out near the waste disposal site, but the learning atmosphere was quite conducive, although occasionally there was a slight unpleasant odor when the wind was blowing hard and there were lots of flies in that location. The training participants were always enthusiastic, making the resource persons and the accompanying team also excited and ignoring the disturbance of smells and flies. Pictures of PkM activities during training, practice and mentoring for scavengers are shown in Figure 4.



Figure 4. The atmosphere of the implementation of service activities

Figure 4 shows the start of mentoring activities. Resource persons, assistants, management of the Tunas Mulia Foundation and some of the training participants, namely scavengers, took a group photo in front of the training location. The picture on the right shows the atmosphere in the classroom when the resource person delivers the material.

Evaluation design

This community development program, which is carried out through training, practice and mentoring, has 10 criteria to measure the success and satisfaction of participants. Assessment is done through: (1) Presentation of training materials is easy to understand; (2) Achievement of training program targets; (3) Efficient use of training time; (4) The suitability of the training method used; (5) The ability of the presenter in delivering the material; (6) The ability of the presenter to master the class; (7) The ability of the presenters to liven up the training atmosphere; (8) Ability of mentors to help trainees; (9) The ability of the companion to master the participant's questions; (10) The ability of the companion to liven up the training atmosphere.

The success of the activities and the satisfaction of the training participants can be seen from the results of the questionnaires distributed. In every activity, the presenters are always accompanied by students who act as assistants who help accompany the scavengers so that the activities can run smoothly.

3. RESULTS AND DISCUSSION

Result

The service has been carried out in 15 meetings every Monday to Saturday at 13.00-17.00 WIB. The implementation is carried out in half a day because in the morning the scavengers are busy with their work. There are also scavenger children who take part in the activity who are still in school so that the selection of the afternoon training time can be attended by more participants. The result of this training and mentoring is the successful marketing of products from the business of scavengers within the Tunas Mulia Foundation through online applications based on marketplace platforms, namely Shopee, Tokopedia and Instagram. The following are the results of the assistance that has been carried out and implemented by the scavenger group within the Tunas Mulia Foundation as shown in Figure 5.

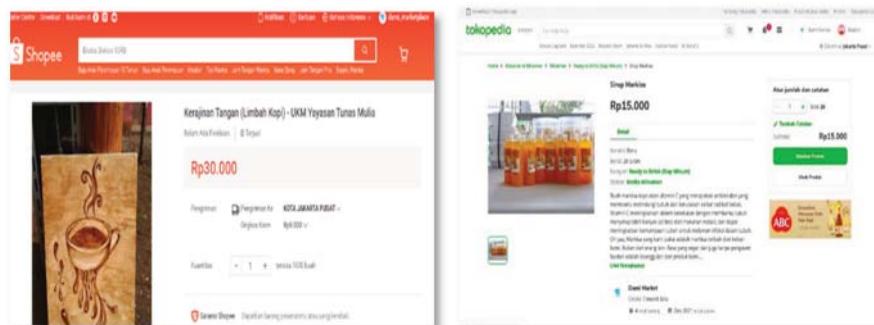


Figure 5. Proof of the marketplace platform, accessed from the Shopee and Tokopedia pages on December 2021

Figure 5 shows a screenshot of the Shopee and Tokopedia accounts which are used as a market place for scavengers in marketing their products. The picture is also proof that marketing has been running through the marketplace platform. In the implementation of community service, the stages that have been carried out.

Assistance in using the marketplace platform for scavenger groups

Lucia Ari Diyani, Kristiana Widiawati, Indra Muis

Stages of initial meeting

In the initial stage, the PKM team visited the BIWMS location to introduce themselves to the foundation's management and a group of scavengers who will attend the training. In this initial meeting, obtained an overview of the results of passion fruit plantations, cassava plantations, banana plantations, quail farming products and their products such as passion fruit drink, banana chips, cassava chips, fried quail workers as well as handicraft production from recycled materials made by scavenger family. In addition to knowing the results of the scavengers' efforts, the service team accommodates all problems related to production and marketing submitted by the scavenger group and then records the problems that occur. In this assessment, it is possible to identify partner problems that the team can assist with in solving them. Figure 6 shows the atmosphere during the assessment at the Tunas Mulia Foundation location, Bantar Gebang.



Figure 6. The atmosphere of the scoping stage

Figure 6 shows the atmosphere during the initial meeting, namely an assessment from the Bina Insani University represented by 2 (two) resource persons, with the management of the Tunas Mulia Foundation. It was seen that some of the scavengers were present to listen to the explanation of the planned activities in the meeting room owned by the Foundation, which is located not far from the BIWMS, Bekasi.

Selection of products to be marketed online

Tunas Mulia Foundation has a variety of products that are self-produced and marketed through the Foundation Cooperative. The concept of selling is conventional sales by means of buyers coming directly to the cooperative in the neighborhood where the scavengers live in BIWMS. The products available include passion fruit drink, banana chips, cassava chips, fried quail workers and handicrafts made from recycled materials. In the first stage, several products were selected to be marketed online. The consideration of product selection is more to guarantee the availability of raw materials, practicality of processing, ease of packaging and is a product that is needed by the community so that it can be expected to be of sale value. If online marketing is considered successful, then the next step will be to try to market other products and add a market place platform.

Packaging design and photo taking

This stage of packaging design and photo taking aims to increase the ability of participants, especially in preparing products to make them look attractive to be photographed. The selection of the shape and color of the packaging needs to be prepared. So is the background, light and photo taking angle.

Marketplace platform selection and learn how to upload

The participants discussed to get an agreement to determine the marketplace platform that would be used to market their products. At this stage at the same time learning everything related to online marketing, from downloading applications, uploading to how to handle when there is an order. Good cooperation is needed from all parties on duty, namely the person in charge who monitors orders through 3 (tasks) marketplaces, conveys correct information to those who prepare orders, packs and ensures delivery to the buyer correctly.

Selection of administrators who are responsible for handling online sales

In the stage of selecting the board of directors, several names were appointed to be in charge of several functions. This appointment is still temporary to be evaluated later. Some were appointed as the operator in charge of each chosen platform, some were appointed as treasurer, marketing department, message recipient, packaging division, as well as general administration and finance. The administration section is in charge of recording all activities ranging from purchasing raw materials, purchasing packaging materials, recording all orders and other administrative work. While the finance department, apart from serving as a cashier, is also in charge of recording income and all expenses that occur and making simple financial reports to be accounted for every week to the management and all members of the Tunas Mulia Foundation.

Review

At the review stage, all participants gather and convey problems or obstacles that arise in using the marketplace platform. With the guidance of the team, solutions are sought to overcome them. The review is divided into 3 (three) things, namely: (1) A review of the success of online marketing; (2) A review related to the determination of the person in charge of online marketing; and (3) A review conducted to determine the satisfaction of the training participants. A review of the success of online marketing shows that sales have increased compared to previous sales which were done conventionally. However, the very short observation period cannot be used to determine the percentage increase in sales because there are still fluctuations in sales every day. For a review related to the determination of the person in charge of marketing, it is carried out at the same time at the closing of service activities. Meanwhile, the review on the satisfaction of the training participants, which was previously distributed through a questionnaire, was discussed at the end of the discussion. The benefits of this questionnaire are for input for improvement for the team in carrying out further community development programs.

Closing ceremony

The closing ceremony was held at the end of the activity. Located at the Tunas Mulia Foundation in the Bantar Gebang Integrated Waste Management Site, attended by the foundation's management, all training participants and the entire community development team, namely lecturers and students. In this closing event, an official board was formed and ratified which is responsible for handling online sales. It is hoped that the training and mentoring that has been carried out by the team can really develop so that the scavengers can develop themselves through other marketplace platforms.

Training materials

The materials presented in this community development program at the Tunas Mulia Foundation is a continuation of the previous service activities which focused on making logos or images and writing on packaging. As in the previous explanation, service activities are divided into 3 (three) activities, namely training, practice, and mentoring which are carried out for 15 working days. The implementation details are in Table 1.

Assistance in using the marketplace platform for scavenger groups

Lucia Ari Diyani, Kristiana Widiawati, Indra Muis

Table 1. Meeting schedule of training activities

Meeting 1	
Activities	<ul style="list-style-type: none"> - Introduction and exploration - Scavengers raise marketing problems - List products marketed conventionally - Determination of the implementation date of the service and the duration of the activity
Objectives	<ul style="list-style-type: none"> - Introducing each other, both from the activity team and the team of prospective trainees - The service team knows partners' problems - The service team knows the various products that will be marketed online - Prepare each other's needs to be ready on the date of implementation
Meeting 2-4	Training Activities
Activities	<ul style="list-style-type: none"> - Sharing by the presenters by means of lectures related to online marketing - Sharing by the presenter by taking photos of the product to make it look attractive - Sharing how to write product-related information - Sharing how to choose and register on the marketplace
Objectives	<ul style="list-style-type: none"> - Participants know how to market online - Participants know how to take product photos to make it look attractive - Participants know how to write product-related information - Participants know how to vote and register in the marketplace
Meeting 5-8	Practice Activities
Activities	<ul style="list-style-type: none"> - The presenter provides several examples that have been applied - The speaker shows the process of the practice being carried out - Participants are asked to collect/collect product data - Participants practice packing the product as attractively as possible - The presenter shows how to choose the product to be photographed - The presenter shows how to choose the best photos - The speaker gives examples of trying the Shopee, Tokopedia and Instagram applications - The presenter shows how to upload product photos - The presenters provide examples of inputting data and marketing online
Objectives	<ul style="list-style-type: none"> - Participants get an overview of the examples that have been applied - Participants get an overview of the process from the practice that is being carried out - Participants have product data that is neatly written - Participants are able to package the product as attractively as possible - Participants are able to choose the product to be photographed - Participants are able to choose the best photos - Participants can try the Shopee, Tokopedia and Instagram applications - Participants are able to upload product photos - Participants are able to input data and market online
Meeting 9-14	Mentoring Activities
Activities	<ul style="list-style-type: none"> - Monitor products that have been marketed - Accompany receiving orders - Accompany when preparing products for shipping and receiving payments
Objectives	<ul style="list-style-type: none"> - Knowing the market reaction to products that have been marketed - Respond quickly when there is an order - Maintain reputation by quickly preparing products for shipping

Meeting 15	Closing
Activities	<ul style="list-style-type: none"> - Participants gather and convey problems or obstacles - Review of the personnel appointed as the person in charge - Review of satisfaction questionnaires for service activities
Objectives	<ul style="list-style-type: none"> - To find solutions to problems and be able to overcome obstacles - To establish the authorization of responsible personnel - For input for improvement for the team in carrying out further service activities

This community development program was carried out for 15 consecutive days. After the first day the activity was filled with introductions and in principle this community development program is divided into 3 (three) activities, namely training, practice and mentoring as shown in Table 1. Figure 7 shows photos during training and mentoring activities.



Figure 7. Atmosphere during practice activities

Figure 7 shows photos of the atmosphere during mentoring in class. The participants immediately practiced using their respective cellphones accompanied by students who were tasked with assisting resource persons so that the training and mentoring process ran smoothly. Training and practical activities are activities that are very full of enthusiasm for the participants. Participants are always present on time even though they have to spend time in the middle of their working hours. This is due to the desire to change to a more advanced direction so that they can market their products online. As has happened to MSMEs, businesses managed by these scavengers have also been heavily affected by the COVID-19 pandemic. The practice of taking pictures of the product and choosing the text to be included in the product turned out to be a very new thing for the participants. However, the participants actually felt entertained by the funny atmosphere full of laughters and laughing at the photos. Figure 8 below is the result of photo design and information written on products made by scavenger groups.



Figure 8. Photo design exercise results

Assistance in using the marketplace platform for scavenger groups

Lucia Ari Diyani, Kristiana Widiawati, Indra Muis

Figure 8 shows the photos of the participants, showing their products. The results of these photos are then modified for the purposes of making advertisements. By displaying their own photos, the scavengers feel very proud and satisfied. Companion provides direction so that the photos get the brightness level and highlight the product well. In the last stage, namely mentoring, several products have been successfully marketed through the marketplace platforms Tokopedia, Shopee and Instagram. At this stage, the scavenger group is still accompanied by the community development service team so that the division of tasks can be organized when orders come in. The responsibilities that have been prepared previously are the functions of the operator in charge of each platform, the treasurer, the message receiving section, the packaging section, and the general administration section, each working according to their function but still helping each other if there are things that are not handled properly. This condition is observed, studied and recorded if there are other parts that need assistance or need a longer time allocation than other functions. What needs to be observed and studied is that improvements can be made and a more suitable format is sought. Figure 9 shows the appearance of Instagram and Tokopedia. Figure 9 shows the participants have successfully uploaded their product advertisements to Instagram and Tokopedia. View a list of products for sale.

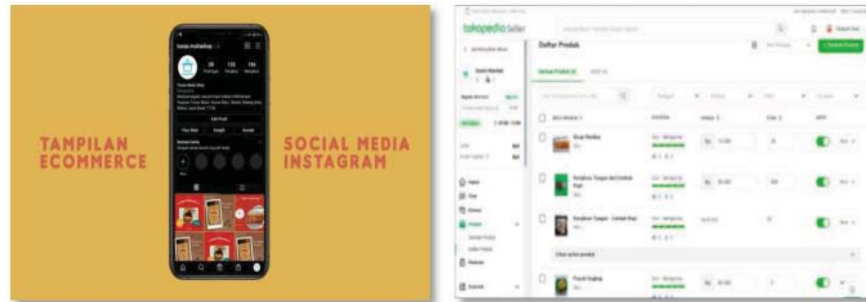


Figure 9. Examples of Instagram and Tokopedia views

Discussion

This community development program certainly provides benefits for all parties, namely the Tunas Mulia Foundation, the scavengers, the community development team, namely lecturers and students from Bina Insani University. Apart from benefiting from the results of service, it also has an economic and social impact for scavengers, increasing their insight and ability to sell online. There are also contributions to other sectors that are directly related to changes in the way of marketing products so that it has an impact on increasing income. The following are the benefits obtained as an outcome of the implementation of service activities.

Benefits of Community Development Program results

The benefits of community development program that have been carried out at the Tunas Mulia Foundation include: (1) Providing solutions for scavengers for problems they face related to marketing difficulties; (2) Introduce online sales activities through marketplace applications, namely Tokopedia, Shopie, and Instagram; (3) Improved skills in using digital marketing and e-commerce applications; (4) Business products can be recognized by the wider community; and (5) Help increase sales.

Economic and social impact

Assistance activities for using sales applications through the marketplace platform for business activities for scavenger groups within the Tunas Mulia Foundation provide economic and social impacts.

(1) The economic impact that can be felt is that existing businesses can be increased through marketplace-based e-commerce applications and provide an increase in income for scavenger groups within the Tunas Mulia Foundation; (2) The social impact is to increase social status because the scavenger group has been underestimated by the community, but after having new skills and having an entrepreneurial spirit, the scavengers become more confident.

Contribution to other sectors

Contributions to other sectors from the implementation of this service activity are reducing poverty levels through increasing income from scavenger groups within the Tunas Mulia Foundation, in Bantar Gebang. Other improvements also help increase the creative industry sector through the business results produced by scavenger groups such as the results of recycling skills, utilizing coffee waste into business opportunities. Improving the skills of scavengers raises the opportunity to have the opportunity to earn income from other than work as scavengers.

Obstacles

The obstacles faced in the implementation of community development program through funding assistance programs for independent campus learning policy are as follows: (1) The mentoring time is very limited and must adjust the activities of the implementing team with partners; (2) The lack of knowledge of partners in operating technology so that it takes longer for partners to become more skilled. In the beginning, not all scavengers had cellphones that met the qualifications that could be used to make sales online. Some scavengers also have limited knowledge of technology so they need patience for resource persons and assistants in assisting scavengers directly during the training.

Follow up

In accordance with the constraints or obstacles that have been described, as a follow-up to the mentoring activities for the scavenger group, the following are: (1) Scheduling assistance for the next stage; (2) Assistance is carried out on an ongoing basis until there is a significant change in selling skills manually and online through sales application. Outside of training hours, resource persons and assistants are ready to be asked at any time if the scavengers encounter obstacles in the implementation of online sales. The assistance provided is really attached so that the scavengers become independent.

Discussion on participants' success and satisfaction level

Community development program was carried out through training, practice and mentoring with 10 criteria to measure the success and satisfaction of participants, measured using a Likert scale 1-5 with the following criteria: 1=not satisfied, 2=less satisfied, 3=quite satisfied, 4=satisfied, 5=very satisfied. Questionnaires were distributed to the training participants on the last day of mentoring. After processing the data, the results obtained for the 10 assessment criteria are shown in Figure 10.

The explanation of Figure 10 Diagram of Participant Satisfaction Levels is as follows: (1) Presentation of training materials is easy to understand. Participants who are very satisfied 52%, satisfied = 42%, quite satisfied = 6%; (2) Achievement of training program targets. Participants who are very satisfied 55%, satisfied = 45%; (3) Efficient use of training time. Participants who are very satisfied 50%, satisfied = 44%, quite satisfied = 6%; (4) the suitability of the training method used. Participants who are very satisfied 56%, satisfied = 40%, quite satisfied = 4%; (5) the ability of the presenter in delivering the material. Participants who are very satisfied 51%, satisfied = 46%, quite satisfied = 3%; (6) the ability of the presenter to master the class. Participants who are very satisfied 52%, satisfied = 43%, quite satisfied = 5%; (7) the ability of the presenters to liven up the training atmosphere. Participants who are very satisfied

Assistance in using the marketplace platform for scavenger groups

Lucia Ari Diyani, Kristiana Widiawati, Indra Muis

58%, satisfied = 40%, quite satisfied = 2%; (8) Ability of mentors to help trainees. Participants who are very satisfied 51%, satisfied = 40%, quite satisfied = 9%; (9) the ability of the companion to master the participant's questions. Participants who are very satisfied 50%, satisfied = 40%, quite satisfied = 10%; (10) the ability of the companion to liven up the training atmosphere. Participants who are very satisfied 48%, satisfied = 40%, quite satisfied = 12%.

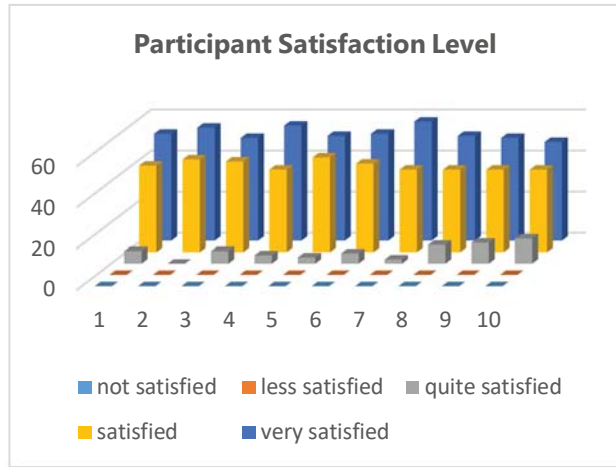


Figure 10. Participant satisfaction level chart

Judging from the results of the questionnaire, it appears that there are no participants who choose less satisfied and not satisfied. All choices are in the results of very satisfied and satisfied. This means that this community development program can be said to be successful, achieving its goals and satisfying all parties. The 11th additional question regarding recommendations so that this community development program has sustainability and is carried out regularly is answered that 87% want continuity on a regular basis and the remaining 13% want further service activities but not routinely, as shown in Figure 11 below:



Figure 11. Program sustainability recommendations

Figure 11 Recommendations for program sustainability, showing that participants still want regular training, with other required topics, as evidenced by the blue color representing 87% of the participants. The intended routine is scheduled, for example every month there is always training but not every day, for example 1-2 times a week. The remaining 13% in red represent participants who want the continuation of the program but do not need to be scheduled regularly. This community development program is basically very well received and very much needed so that all participants want this activity to continue. However, there are time constraints for the participants, all of them whom work as scavengers. When participating in the training, the scavengers feel that they have lost half a day of work which has resulted in reduced income because the positive impact of online sales has not yet been effective.

4. CONCLUSION AND RECOMMENDATIONS

Community development program is carried out for the scavenger group who are members of the Tunas Mulia Foundation in the Bantar Gebang Integrated Waste Management Site are carried out in the form of training, practice and assistance in using sales applications through the marketplace platform. This service activity is carried out to help overcome problems or obstacles faced by scavengers related to the lack of knowledge about online sales. Another goal of this activity is to help increase the income of scavenger families by expanding the market through digital technology to increase sales. This assistance has proven to be very satisfying for both parties. Participants who initially did not know how to market online, are now proficient in using sales platforms through the Shopee, Tokopedia, and Instagram applications. Sales are becoming increasingly in demand because they can reach a wider market. The impact of the wider market certainly increases sales and automatically increases family income. From the results of the questionnaire regarding the level of participant satisfaction, this service activity was concluded to be very satisfying to the participants.

In order to continue to compete in marketing, the trainees are expected to continue to improve their skills in marketing online so that they can add other marketplace platforms and seek other creative ideas. The skills that have been taught are expected to be passed on to other scavengers who have not had the opportunity to participate in the training. With the passage of time, the products produced by scavengers are also expected to be more various. In the long term, it is hoped that scavengers under the tutelage of Tunas Mulia Foundation will continue to be partners in community development program for Bina Insani University lecturers with other training agendas so that significant changes can be measured in the sales of managed businesses.

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