

## **PLANNING A DIGITAL TRANSACTION SYSTEM TO MAXIMIZE THE ROLE OF VILLAGE-OWNED ENTERPRISES**

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### **ABSTRACT**

*Planning a digital sales system that maximizes the role of Village-Owned Enterprises must integrate digital technology to expand market reach, improve operational efficiency, and empower local businesses. This plan includes the use of digital technology in sales systems, digital marketing strategies for Village-owned enterprise, capacity building and collaboration, and identifying the benefits of digital sales systems for Village-owned enterprise. Automation technology offers significant benefits for Village-owned enterprise, ranging from administrative efficiency, market expansion, cost savings, improved service quality, to community empowerment. By adopting automation systems, Village-owned enterprise can increase sales and contribute more significantly to sustainable village economic development. By designing an integrated digital sales system supported by appropriate digital marketing strategies, Village-owned enterprise can maximize their role as drivers of village economic development, increase village income, and strengthen the economic independence of village communities.*

*Keywords: village-owned enterprise; public services; digital technology*

### **INTRODUCTION**

Village-owned enterprise acts as a village business institution that manages local potential to improve the economy and welfare of the village community independently, while supporting sustainable village development (Karyana, 2023).

The existence of Village-owned enterprises is key to optimizing village resources and strengthening the village economy through participatory and

professional management (Iskandar, et al., 2021).

The role of Village-Owned Enterprises is very strategic in the development and advancement of the village economy, consisting of: (1). Pillar of village economic activities, Village-owned enterprise functions as a social and commercial institution that supports economic activities in the village, plays a role in providing social services and optimally managing the

village's economic potential (Wirsa, 2020).

(2). To improve the economy and welfare of rural communities, Village-owned enterprise aims to increase village revenue and community welfare through business management that is in line with the potential and needs of the village (Sujana, et al., 2023). (3). Promoting village economic independence, with management involving the community and village government, Village-owned enterprise has become an instrument of economic empowerment that strengthens village independence in managing local resources (Hidayat, et al., 2023). (4). Supporting and managing community economic activities, Village-owned enterprise organizes and manages various village businesses to be more productive and effective, including savings and loans, village asset management, and other creative businesses based on village potential (Prasetya, 2020). (5). Increasing village revenue (Regional revenue) Village-owned enterprise contributes to increasing regional revenue, which can be used for village development and community empowerment, including social assistance and revolving funds

for underprivileged communities (Munawir, et., 2022). (5). Supporting comprehensive village development

In addition to economic aspects, Village-owned enterprise also supports social development and village infrastructure as part of the implementation of creative economy at the village level (Alimuddin, et al., 2023).

Village-owned enterprise was established based on Law No. 32 of 2004 concerning Regional Government, Law No. 6 of 2014 concerning Villages, as well as Government Regulation No. 72 of 2005 and related Ministerial Regulations. The establishment of Village-owned enterprise was carried out through village deliberations and stipulated by village regulations, with capital and management involving the village government and the community (Sari, et al., 2023).

Village-owned enterprise has a legal entity separate from the village government, with professional managers who remain focused on the interests of the village (Nugroho, et al., 2021).

The objective of the Community Service Program implemented by

students and lecturers is to maximize the potential and role of Village-owned enterprise, particularly in the Pasirhuni area of Bandung Regency. Establishing a digital marketplace for Village-owned enterprise is necessary as a medium connecting the community with buyers, thereby facilitating transactions.

### IMPLEMENTATION METHOD

Students and lecturers collaborate with Village-owned enterprises to develop digital-based services. This PKM activity involves procedural stages to create digital-based public services (1). Conducting surveys, observations, and interviews with the community to understand the role of Village-owned enterprise public services (Avianti et al., 2023). (2). Identifying community needs related to Village-owned enterprise public services (Simbolon, et al., 2025). (3). Cross-checking between Village-owned enterprise work programs related to public services and their actual implementation in providing community services. (4). Designing a public service information system in the form of a digital marketplace for sales and purchase transactions carried

out by Village-owned enterprise for the community.

### RESULT AND DISCUSSION

Qualitatively, students were assisted by lecturers in identifying problems related to the lack of operational funds, the number of officers and program implementers, and the lack of trust in Village-owned enterprise on the part of the village government.



**Figure 1. SWOT Analysis Quadrant**

Based on SWOT analysis, there are several strategies that Village-owned enterprise can implement in sales transaction services, including:

SO (Strength-Opportunities) strategy: developing products and services by utilizing digital technology to expand the market and improve services (Sugiartia, 2023).

The WO (Weakness-Opportunities) strategy involves improving procurement and inventory management, enhancing transaction support facilities and infrastructure,

while optimizing digital marketing (Sumantrie, 2021).

The ST (Strength-Threats) strategy focuses on strengthening partnerships and customer service to address competition and maintain public trust (Avianti, et al., 2024).

The WT (Weakness-Threats) strategy for this Village-owned enterprise aims to address internal weaknesses by increasing the use of social media and e-commerce and maintaining the security of online transactions (Khaerurrusli, 2022).

Furthermore, based on the observations conducted by the students, it is indicated that Village-owned enterprise Pasirhuni is not developing well due to a lack of understanding of technology, resulting in the village government not granting authority for fund management.

#### Desain Solusi



Source: Processed Analysis 2024

**Figure 2. Solution Design Planning for Village-owned enterprise**

To address these issues, students provided guidance and planned

technology for Village-owned enterprise sales transactions, which are currently known to make extensive use of digitalization and online applications to improve efficiency and market reach (Utami, et al., 2024). The following are the results of the digital service scheme planned by students with guidance from lecturers who are experts in digital business.

**Table 1. Planning of Village-owned enterprise Digital Service Scheme**

No	Service Technology	Description
1	Platform E-commerce based Website	Village-owned enterprise develops website-based e-commerce applications that enable online product marketing, expand market access, and facilitate digital buying and selling transactions. This application is equipped with product management features, stock, transactions, payment validation, and shipping of goods,

No	Service Technology	Description	No	Service Technology	Description
		as well as a content-based filtering product recommendation system to improve the buyer experience.			services such as credit, electricity tokens, and BPJS. This also helps the financial management of Village-owned enterprises to be more transparent and efficient (Lailiyah, 2022).
2	Digital Marketing dan Online Marketing	Village-owned enterprises utilize digital marketing technology to promote village products, reach wider markets, and increase marketing cost efficiency. Using digital-based marketing to introduce products (Mansir & Madjid, 2023) such as processed agricultural products to be marketed outside the village	4	Cloud-Based Data and Financial Management	Cloud technology is used to store and manage product inventory, customer, transactions, and financial report data in real time, thereby facilitating monitoring and business decision-making for Village-owned enterprise.
3	Digital Transaction System and Electronic Payment	Transaction digitalization includes the use of electronic payment systems (e-wallet, bank transfer, PPOB) to facilitate the purchase and payment of products and other	5	Integration with Courier and Logistics Infrastructure	The Village-owned enterprise e-commerce application also integrates WhatsApp-based delivery services for shipping cost information and goods delivery management, making the product

No	Service Technology	Description
		distribution process more organized and transparent.

Based on (Ridwansyah, et al., 2021), it is hoped that the planning of this digital service scheme can be implemented by Village-owned enterprise by involving students with expertise in information technology to create user-friendly applications that can be used by all Village-owned enterprise officers who directly serve the community.



**Figure 3. Students Developing a Digital Transaction Information System Plan**



**Figure 4. Socialization of technology planning for Village-owned enterprise sales transaction services**

## CONCLUSION

Village-owned enterprise Pasirhuni, together with students, is focused on developing technology-based planning for digital sales services. The role of Village-owned enterprise in the field of community services and SME development priorities improving social welfare and empowering the local economy through the provision of various services, such as entrepreneurship training, access to capital, business mentoring, and product marketing. The aim is to assist the community, particularly SME operators, in boosting the economy of the Pasirhuni region.

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