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**MSME Jatirejo: Together With KKN MB Posko 10 UIN Walisongo Semarang,  
Exploring the Diversity of MSME Products in the Tourism Village of Jatirejo  
Subdistrict (Study in the Thematic Village, Jatirejo District)**

**Muhammad Farhan Thirafi<sup>1</sup>, Dely Puspita Ayu Kusno Putri<sup>2</sup>, Zakia Hasna Azizah<sup>3</sup>,  
Zahwa Alfis Fatayatul Masitoh<sup>4</sup>, Muhammad Adib Mahsun<sup>5</sup>,  
Chusnul Adib Achmad<sup>6</sup>**

<sup>1-6</sup> Universitas Islam Negeri Walisongo Semarang, Indonesia

Korespondensi penulis : [farhanthirafi86@gmail.com](mailto:farhanthirafi86@gmail.com)

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**Article History:**

Received: Agustus 12, 2024;

Revised: September 19, 2024;

Accepted: Oktober 04, 2024;

Published: Oktober 07, 2024;

**Keywords:** MSME; Jatirejo Village;  
Marketing Startegic; Product  
Diversity

**Abstract:** This research discusses the economic potential and creativity of the community in Jatirejo Village, particularly through thematic approaches and Micro, Small, and Medium Enterprises (MSME). The village of Jatirejo is famous for its various themes, including the Thematic Village of Kolang-Kaling (KOKOLAKA) in RW 1, which has become the icon of the area. The KOKOLAKA Village has 11 businesses processing kolang-kaling, including candied treats, crackers, meatball tofu, and Nasi Guling, which is a signature cuisine of Jatirejo. In addition, Jatirejo Village also has the Chili Pepper Thematic Village (KAMBERA) in RW 2, the Red Ginger Thematic Village (KAJERA) in RW 3, and the Green Fresh Farm (GFF) in RW 4. This culinary diversity not only meets daily food needs but also becomes a product that can be exported to other regions. This research also emphasizes the importance of digital marketing strategies to enhance sales and the popularity of MSME products, as well as identifying the challenges they face. Thus, Jatirejo Village can be said to be one of the areas with strong economic potential and high creativity, with various thematic types and small and medium enterprises (MSMEs) that demonstrate the local community's dedication to developing the local economy and improving the quality of life for its residents.

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## 1. BACKGROUND

The Tourism Village of Jatirejo is one of the villages with significant potential in the Micro, Small, and Medium Enterprises (MSMEs) sector. Located in a strategic area, Jatirejo leverages its cultural wealth and local resources to develop various MSME products. The Thematic Village found in Jatirejo stands out as a center of innovation and creativity, offering a variety of local products that reflect the identity and cultural richness of the community. However, despite having significant potential, there are challenges in terms of promotion, management, and product diversification of MSMEs that still need to be improved.

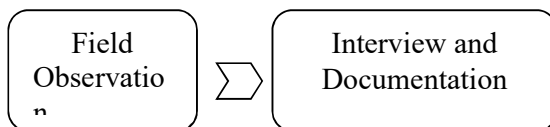
The main issue faced by partners, namely MSME actors in Jatirejo, includes limitations in marketing and product promotion. Many MSMEs in this area have not fully taken advantage of digital marketing opportunities and broader marketing strategies. In addition, there are obstacles in terms of efficient business management and a lack of product diversification that could enhance market appeal. Another issue is the lack of access to training and mentoring to improve product quality and business management.

To address this issue, the KKN MB Posko 10 program at UIN Walisongo Semarang will implement several strategic solutions. First, training on digital marketing and promotional strategies will be conducted to help MSMEs effectively utilize online platforms. Second, workshops and support in business management and product diversification will be provided to enhance the capabilities of MSME actors. Third, the development of Thematic Villages will be encouraged to attract more visitors and improve the competitiveness of local products.

The expected outcomes of this program are the enhancement of the capacity of MSME actors in the aspects of marketing, management, and product innovation. Additionally, it is hoped that there will be an increase in tourist visits to the Jatirejo Thematic Village, which in turn will boost the income of MSME actors. Another outcome is the establishment of a collaborative network between MSME actors and various stakeholders to support the sustainability and continuous development of businesses.

## **2. METHOD**

This research uses a qualitative descriptive approach to analyze the diversity of products produced by MSMEs in the Jatirejo Tourism Village. There are several implementation methods used in community service activities, which consist of three stages:



### **Field observation**

Researchers conducted direct observations in Jatirejo Tourism Village to identify the types of products produced by local SMEs. This observation aimed to gain a firsthand understanding of product variations, production processes, and marketing.

### **Interview**

The interview activities were conducted with MSME actors, village officials, and tourists visiting Jatirejo. The purpose of this interview was to delve deeper into information regarding the types of products produced, the challenges faced by MSME actors, and tourists' perspectives on local products.

### **Documentation**

Data collection was carried out through photographic documentation of MSME products, as well as the production and marketing processes in the field. This documentation is used to complement the results of observations and interviews. This method is expected to provide a comprehensive overview of the diversity of MSME products in Jatirejo Village, as

well as their contribution to the development of tourist villages.

### **3. RESULTS AND DISCUSSION**

#### **Themes and MSME in Jatirejo Village**

In the Jatirejo Village, there are various themes and diverse MSMEs, showcasing the community's good economic potential and high creativity. One of the distinctive features of Jatirejo is the Thematic Village of Kolang-Kaling (KOKOLAKA) located in RW 1, which has become an icon of the area. There are 11 Kolang-kaling processing businesses, including products such as candied Kolang-kaling, crackers, tofu meatballs, and Nasi Guling (Kolang-kaling Salad) which has become a signature dish of Jatirejo. The processing of Kolang-kaling not only serves as a source of income for the local community but also attracts culinary tourists. In addition, Jatirejo also has the Thematic Village of Cabe Rawit (KAMBERA) in RW 2. The distinctive culinary processing of bird's eye chili here became the foundation for naming the themed village. The processing of bird's eye chili into various types of food such as sambal, soy sauce, and others, is very popular among the local community. This culinary diversity not only meets daily food needs but also becomes a product that can be exported to other regions.

Jatirejo is also known as the Thematic Village of Red Ginger (KAJERA) in RW 3. Red ginger, which is a staple here, is used as the main ingredient in various types of traditional foods. The processing of red ginger into various products such as dried red ginger, fresh red ginger, and other processed red ginger. Additionally, red ginger is also used as a main ingredient in traditional medicine, making it very important for the local community. Not only culinary, Jatirejo also has the Thematic Village Green Fresh Farm in RW 4. The educational farm tour provided by GFF includes activities such as milking cows, making flavored cow's milk, and making milk-based pudding, which are some of the things visitors can learn. The educational farm-based tour offered by GFF features dairy products such as silky pudding, pasteurized milk, yogurt, ice cream, and rice dishes. Milking cows, making flavored cow's milk, and making milk-based pudding are some of the things visitors can learn. The silky pudding, pasteurized milk, yogurt, ice cream, rice dishes, and dairy products come from GFF's educational tour.

Besides culinary themes, Jatirejo also has various other types of diverse MSMEs. Grocery stores are one of the most numerous types of MSMEs in Jatirejo, with a total of 27 units. These grocery stores sell various types of daily necessities such as rice, sugar, and others. In addition, homestays have also become one of the popular types of MSMEs in Jatirejo, with a total of 18 units. These homestays offer comfortable accommodations for visitors who want

to visit Jatirejo. Livestock farming is also one of the important types of MSMEs in Jatirejo, with a total of 16 units. This farm handles various types of animals such as cows, goats, and chickens. The products from this farm are used as a source of income for the local community. Markets are also one of the popular types of MSMEs in Jatirejo, with a total of 13 units. These markets offer various types of products such as vegetables, fruits, and others. Agriculture is also one of the important types of MSMEs in Jatirejo, with a total of 13 units. This agriculture handles various types of crops such as vegetables, fruits, and medicinal plants. The products from this agriculture are used as a source of income for the local community. Kolang Kaling products have also become one of the popular types of MSMEs in Jatirejo, with a total of 11 units. These Kolang Kaling products offer various types of goods such as candied Kolang Kaling, crackers, tofu meatballs, and Nasi Guling. (Gudangan Kolang Kaling).

In addition, tailors are also an important type of MSME in Jatirejo, with a total of 11 units. These tailors offer various types of clothing such as shirts, pants, and more. Gypsum has also become one of the popular types of MSMEs in Jatirejo, with a total of 7 units. This gypsum is used as the main material in building construction. Furniture is also one of the important types of MSMEs in Jatirejo, with a total of 6 units. This furniture offers various types of furnishings such as tables, chairs, and others. Transportation is also one of the important types of MSMEs in Jatirejo, with a total of 5 units. This transportation offers various types of services such as passenger and goods transport. Workshops are also one of the popular types of MSMEs in Jatirejo, with a total of 4 units. These workshops offer various types of services such as car and motorcycle repairs. Service businesses are also one of the important types of MSMEs in Jatirejo, with a total of 2 units. These service businesses offer various types of services such as electronic maintenance and others.

Digital Literacy Training has also been conducted in Jatirejo. This digital literacy training aims to help the community develop the ability to use digital technology. With this capability, the community can utilize e-commerce platforms to boost the sales of local products. This training also helps the community in developing local products and increasing sales through social media. The Digital Marketing Business Seminar has also been organized by UIN Walisongo KKN students in Jatirejo. This digital marketing business seminar aims to help MSME actors utilize e-commerce platforms. With this capability, MSME actors can increase the sales of local products and market their products to a wider audience. This seminar also helps the community in developing effective marketing strategies through social media. Thus, Jatirejo can be said to be one of the regions with strong economic potential and high creativity. Various types of themes and MSMEs in Jatirejo show that the local community is

very dedicated to developing the local economy and improving the quality of life of the people.

### **MSME strategy in introducing products to the wider community**

The Jatirejo village has various potentials in tourism, such as Kampung Kolang Kaling located in RW 01, Kampung Cabe Merah (KAMBERA) located in RW 02, Kampung Jahe Merah (KAJERA) located in RW 03, and Green Fresh Farm (GFF) located in RW 04. Seeing the potential of MSMEs (Micro, Small, and Medium Enterprises) in Jatirejo Village, effective strategies are needed to market their products. The following are some strategies used in marketing MSME products in Jatirejo Village: Soft Skill Training in Promoting MSMEs In promoting MSME products, the community must possess soft skills. Promotional activities themselves are part of and a process of marketing strategy that involves introducing products, persuading, influencing, and encouraging consumers to buy the products. (Nurhayaty, E., Pramularso, E. Y., Marginingsih, R., 2022). One of the essential soft skills that the community must possess is the ability to promote products through digital marketing, such as creating posters on the Canva application. Creating attractive designs is one of the important aspects to enhance product marketing. There is also a fact that states that digital promotion can increase MSME turnover by up to 22%. (Laksono, F. A. T., Astuti, S. D., Widagdo, A., Iswahyudi, 2021). In the Canva application itself, there are various types of attractive designs, which is one of the reasons Canva is often used for design creation. With the ability to create product designs digitally as a soft skill, MSMEs in Jatirejo Village will have more opportunities to market their products. (Ben & Rachmani, 2022).

Development of MSME Products Development is a concept realized in tangible products, as well as diversifying products with the aim of enabling the company to survive in market competition and shifts in consumer preferences. Because no company can rely forever on just one product. (Griffin, Ricky W., 2007). Therefore, it is necessary to update and develop MSME products so that they can continue to compete in the market. In the 4 thematic areas of Jatirejo Village, there are already various products that are constantly undergoing innovative updates. Like in the MSME kolang-kaling, there are several processed products such as crackers, candied fruit, tofu meatballs, spring rolls, rendang, chocolate pepes, cotton candy, and others. Meanwhile, processed products from Red Ginger are currently being developed, such as red ginger milk, peanut sugar, syrup, and red ginger powder. With various innovations available, the MSMEs of Jatirejo Village have a fairly high opportunity in their marketing. (Ahmad Abdul Wahab Zuhri, 2021).

### **The challenges faced by MSMEs in introducing and marketing MSME products**

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play an important role

in supporting local economic growth, especially in rural areas like Jatirejo. Despite having great potential with flagship products such as processed foods and handicrafts, MSMEs in Jatirejo still face various challenges in expanding their market reach. One of the biggest challenges is digital transformation and product certification, which are prerequisites for competing in the national and international markets. UMKM Jatirejo faces obstacles in accessing digital marketing technology and obtaining relevant market information. In addition, many products do not yet have certifications such as BPOM and halal, which limits their access to a broader market.

Digital marketing has become the key to expanding market reach in the modern era. According to Chaffey and Ellis-Chadwick (2020), digital marketing allows small businesses such as MSMEs to reach global consumers through digital tools such as social media and e-commerce platforms. Research by Kurniawati et al. (2020) also emphasizes that SMEs adopting digital marketing strategies have a greater potential to increase sales and expand market reach compared to MSMEs that only use traditional methods. Most SMEs in Jatirejo do not yet fully understand how to utilize digital marketing tools such as social media or e-commerce to expand their market reach. Although some MSMEs have started using platforms like Instagram, they have not yet maximized the potential of digital marketing strategies such as SEO or data-driven marketing. More intensive training is needed to improve the understanding and skills of MSMEs in using digital marketing. (Kurniawati et al., 2020).

Product standardization and certification are important factors in increasing consumer trust and ensuring product quality. According to Mukhtar et al. (2019), halal and BPOM certification provide consumers with assurance that the products are safe and meet standards, which is crucial for competing in national and international markets. Additionally, a study by Susilowati (2021) found that certification can enhance the competitiveness of MSME products in the global market, especially in the food and beverage sector. Many food products from Jatirejo's SMEs do not yet have the necessary certifications, such as halal certificates and BPOM. Cost constraints and complicated processes are the main reasons why many SMEs in Jatirejo have not obtained these certifications. According to Susilowati (2021), certification is very important to enhance product competitiveness in the broader market, especially in the food and beverage sector, which requires strict standards related to product safety and quality.

Access to market information is very important for SMEs to understand consumer needs and market trends. According to Bhatia and Verma (2021), good access to market information allows SMEs to adjust their products to existing demand, increase export opportunities, and expand their markets to new regions. Rural research areas like Jatirejo make

it difficult for SMEs to compete with businesses in urban areas that have better access to information. SMEs in Jatirejo experience limited access to information about market trends and export opportunities, which restricts their ability to adapt products to the needs of consumers outside their region. The limitations of digital infrastructure and the lack of quality internet access are also major hindering factors. (Bhatia & Verma, 2021; Wulandari, 2020). This causes SMEs to struggle to keep up with market demand, both domestically and internationally.

**The effectiveness of digital media usage, local events, and other marketing strategies in efforts to introduce and promote MSME products.**

Digital marketing strategies have proven to be an effective method for increasing sales and the popularity of MSME products, especially in thematic tourist village areas such as Jatirejo Village. In the context of thematic MSMEs in Jatirejo Village, which have the potential for superior products in each neighborhood unit, such as processed kolang-kaling, red chili, red ginger, and dairy products, digital marketing can be the key to reaching a wider market. One of them is the use of digital media such as Instagram, Facebook, WhatsApp, and e-commerce (Tokopedia, Shopee), which is very effective in increasing brand awareness and customer interest. With engaging visual content, such as product photos and testimonial videos, SMEs can reach a wider market without geographical limitations. Not only that, by using digital media, MSMEs can interact directly with consumers, thereby building better relationships. In addition to using digital media, local events such as cultural festivals and MSME product exhibitions in Jatirejo Village can also increase the popularity of MSME products. Local events also allow MSME actors to interact directly with consumers, receive feedback, and build customer loyalty. With the presence of this local event, it not only attracts local tourists but also provides opportunities for SMEs to build business networks and enhance brand awareness at the regional and even national levels. At the local event, SMEs can promote directly to consumers and allow them to try the products firsthand. Not only with customers, but SMEs can also collaborate with other business actors. In addition to product marketing methods for MSMEs, digital marketing training is very important to enhance the effectiveness of MSME marketing strategies, especially in areas like Jatirejo Village which has the potential for thematic products. Mastering digital marketing techniques allows MSME actors to utilize various digital platforms, such as social media, e-commerce, and websites, to expand their market reach. With the right training, MSMEs in Jatirejo Village can understand how to optimize marketing strategies through engaging content, good social media management, and effective use of paid advertisements to reach potential consumers both within and outside the

region. In addition, digital marketing training can help SMEs leverage local events as part of an integrated marketing strategy. Local events such as village festivals or MSME exhibitions can be promoted through digital media before the event takes place, thereby increasing the number of visitors. After the event, SMEs can upload event documentation to social media to increase customer engagement.

#### **4. CONCLUSION**

The Jatirejo sub-district demonstrates strong economic potential and high creativity through various thematic types and diverse SMEs. This village is known for the Thematic Village of Kolang-Kaling (KOKOLAKA), Thematic Village of Bird's Eye Chili (KAMBERA), and Thematic Village of Red Ginger (KAJERA), each offering flagship products such as processed kolang-kaling, bird's eye chili, and red ginger that not only meet daily food needs but can also be exported. In addition, Jatirejo also has the Green Fresh Farm (GFF) Thematic Village in RW 4, which offers educational farm tourism with activities such as milking cows, making flavored cow milk, and making milk-based pudding. Various other types of MSMEs such as grocery stores, homestays, farms, markets, agriculture, processed kolang-kaling, tailors, gypsum, furniture, transportation, workshops, and service providers also significantly contribute to improving the quality of life in the community.

Effective marketing strategies such as soft skill training in promoting MSMEs, product development, and digital marketing through social media and e-commerce are very important to increase sales and the popularity of MSME products. Digital marketing training is also crucial to enhance the effectiveness of marketing strategies, utilize various digital platforms, and promote local events through digital media. Thus, Jatirejo can be said to be one of the regions with strong economic potential and high creativity, with various thematic types and diverse SMEs. However, MSMEs in Jatirejo also face several challenges such as digital transformation and product certification, which need to be addressed to maximize the economic potential of the community. With effective marketing strategies and digital marketing training, MSMEs in Jatirejo can increase their sales and product popularity, as well as expand their market reach to wider areas.

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