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INTRODUCTION TO GEOTAGGING FOR BUSINESS DEVELOPMENT IN ORDER TO INCREASE MSME INCOME AND COMMUNITY WELFARE (Kalurahan Margoagung, Kapanewon, Seyegan, Sleman Regency)

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ABSTRAK

Micro, Small, and Medium Enterprises (MSMEs) play a role in enhancing the local economy and absorbing local labor, especially in rural areas. In order to keep up with digital developments such as the use of social media, transactions through e-commerce, and other digital platforms, MSMEs must also undergo digital transformation to be able to compete and expand their market reach. The transformation of digital technology can be supported, among other things, by the use of location-based information technology in Google Maps applications, commonly referred to as geotagging. Geotagging is one of the tools used to support MSME activities for determining business locations. By determining the business location, it can increase revenue from online order transactions. Geotagging is a system that contains geographic or location information available in various media in the form of metadata. This location usually uses the Global Positioning System (GPS) to enhance accuracy. By using GPS, a person's latitude and longitude will be displayed accurately. This activity is carried out by conducting socialization and training on knowledge and skills to manage and use the features available on Google Maps.

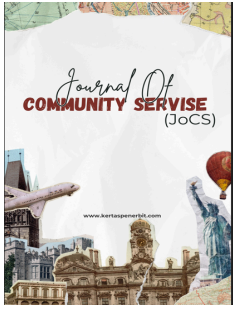
SITUATION ANALYSIS

This activity is expected to provide insights to the community, especially business operators, in terms of:

1. Local Marketing, to make it easier for customers to find business locations and increase visibility in local searches across various platforms.
 2. Analysis and Planning, assisting in determining effective marketing strategies with the optimization of business locations, particularly through the use of geotagging.
- STPN, as an educational institution and part of the Ministry of ATR/BPN, needs to contribute to the development of knowledge as well as service to the community and government in the field of community empowerment. From the community service activities carried out, it is hoped that they will lead to the sustainability of other teaching and learning activities such as PKL, KKNP TLP, and MBKM, which synergize with the government of



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Kalurahan Margoagung, Kapanewon Seyegan, Sleman Regency, as well as related departments such as the Cooperative and MSME Office of Sleman Regency.

IMPLEMENTATION METHOD

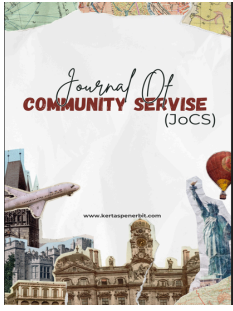
1. Format of community service
This community service is conducted based on participatory action. Through this participatory action, service officers from STPN are directly involved in the entire series of activities to achieve the goals of the service activities. This community service is multi-year and sustainable.
2. Location of Community Service
The location for community service is in Kalurahan Sidomoyo, Kapanewon Godean, Sleman Regency.
 - a. This location was chosen for community service with the following considerations:
Located not far from STPN with very good accessibility conditions
 - b. The Kalurahan Margoagung area is located between the outskirts of Yogyakarta City and rural areas, making it representative of suburban conditions with potential for business development to enhance income and community welfare through the utilization of information technology

RESULTS AND DISCUSSION

The training activities organized by the Community Service Team of the National Land College for Micro, Small, and Medium Enterprises (MSMEs) in Kalurahan Margoagung, Kapanewon Seyegan, Sleman Regency play a role in enhancing the local economy, particularly in rural areas. Some of the MSMEs participating in this activity are:

1. Kae Swimming Pool
2. UMKM mini tumpeng catering





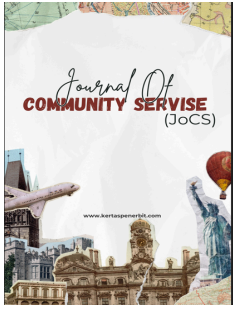
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The event began with an opening and an introduction of the STPN team, along with the material that would be presented. The first material on geotagging aims to enable business operators to create a profile of their business location on Google Maps. Next, the material continues with promotional strategies on several marketplace applications such as Shopee, Google Business, Instagram, and WhatsApp Business. These efforts are one of the promotional strategies for business activities to reach a wider market. This training activity is conducted using an interactive discussion method so that participants can actively ask questions. In addition, the training is also equipped with hands-on activities in the geotagging process and account creation in the marketplace feature.





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Figure 2

CONCLUSION

The use of geotagging and promotion through marketplaces can serve as a platform that helps SMEs enhance their competitiveness and expand market access in the following ways:

1. Increasing product visibility: Marketplaces can help MSME products be more easily found by potential customers.
2. Facilitating secure transactions: Marketplaces provide secure payment gateways and protect customers' personal information.
3. Expanding market access: MSMEs can market their products online and expand market access.
4. Improving transaction ease: Sellers can transact online more easily.

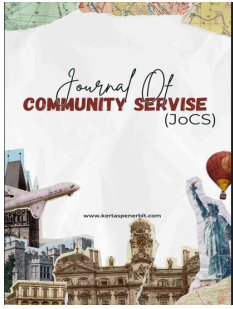
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