



# Go digital MSMEs training to support women's empowerment program on Laiya Island, South Sulawesi

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ARTICLE INFO	ABSTRACT
<p><b>Article history</b>            Received:            Revised:            Accepted:            Published:</p> <p><b>Keywords</b>            Community service            Digital marketing            Family welfare            Marine products            Women's empowerment</p>	<p><i>This community service activity aims to provide knowledge about the benefits of the digitalization program and the importance of empowering women to achieve gender equality and to improve people's skills in using digital systems by utilizing marine products by making and processing fish balls and learning how to package them. Community service activities were carried out on Laiya Island, Pangkep Regency, South Sulawesi Province, Indonesia from March to June 2023. This activity is divided into two stages. The first stage is digital marketing outreach and women's empowerment. At this stage, the proposing team provided material about the importance of empowering women, especially in processing marine products. We also explained the importance of empowering MSMEs by involving women on the island. In the second stage, we conducted training on the use of marine products, especially fish, as the main livelihood on this island. We teach participants how to process and package fish balls and market them online. One of the market attractions lies in digital packaging and marketing. Participants who take part in this activity generally understand how to make packaging in a simple way. At this level, participants are able to explain the importance of women's empowerment programs in supporting the improvement of community or family welfare. The results of the service increase participants' understanding and skills in online social media at the basic stage.</i></p>
<p><b>Kata Kunci</b>            Hasil kelautan            Kesejahteraan keluarga            Pemasaran digital            Pemberdayaan perempuan            Pengabdian kepada masyarakat</p>	<p><b>Pelatihan UMKM Go digital untuk mendukung program pemberdayaan perempuan di Pulau Laiya, Sulawesi Selatan.</b> Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memberikan pengetahuan tentang manfaat program digitalisasi dan pentingnya pemberdayaan perempuan untuk mencapai kesetaraan gender dan meningkatkan keterampilan masyarakat dalam menggunakan sistem digital dengan memanfaatkan hasil laut dengan membuat dan mengolah bakso ikan serta mempelajari cara mengemasnya. Kegiatan pengabdian kepada masyarakat dilaksanakan di Pulau Laiya, Kabupaten Pangkep, Provinsi Sulawesi Selatan, Indonesia pada bulan Maret hingga Juni 2023. Kegiatan ini dibagi menjadi dua tahap. Tahap pertama adalah penjangkauan pemasaran digital dan pemberdayaan perempuan. Pada tahap ini, tim pengusul memberikan materi tentang pentingnya pemberdayaan perempuan khususnya dalam pengolahan hasil laut. Kami juga menjelaskan pentingnya pemberdayaan UMKM dengan melibatkan perempuan di pulau tersebut. Tahap kedua, kami melakukan pelatihan pemanfaatan hasil laut khususnya ikan sebagai mata pencaharian utama di pulau ini. Kami mengajari peserta cara mengolah dan mengemas bakso ikan serta memasarkannya secara online. Salah satu daya tarik pasar terletak pada pengemasan dan pemasaran digital. Peserta yang mengikuti kegiatan ini umumnya memahami cara membuat kemasan secara sederhana. Pada level ini peserta mampu menjelaskan pentingnya program pemberdayaan perempuan dalam mendukung peningkatan kesejahteraan masyarakat atau keluarga. Hasil dari pengabdian meningkatkan pemahaman dan keterampilan peserta dalam media sosial online pada tahap dasar.</p>
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## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) make a major contribution to economic growth in Indonesia. Based on data from [bkpm.go.id](http://bkpm.go.id), 98.7% of all business units in this country are part of MSMEs. In fact, of the 133 million workforce in Indonesia, 120 million of them are involved in this sector. It is also necessary to emphasize that MSMEs have a very crucial contribution in increasing the Gross Domestic Product or better known as the Gross Domestic Product (GDP). This statement was immediately proven when MSMEs succeeded in contributing as much as 61.7% to the Gross Domestic Product of Indonesia in 2020 (Mazda, 2021).

Based on the data above, shows that the MSME sector has a big role in increasing Indonesia's GDP (Bahtiar & Saragih, 2020; Koeswahyono, Maharani, & Liemanto, 2022). Therefore, MSME owners must have the ability to create and apply technology related to digital technology. One form of digital technology is electronic commerce or online commerce. Competition in the use of e-commerce systems is increasing at this time (Wibowo, Alawiyah, & Azriadi, 2024). According to Muhammad Lutfi the Minister of Trade, MSMEs will fully engage digitally so that they can have businesses that export products abroad (Pemerintah Kabupaten Batu Bara, 2022). Even so, the number of MSMEs until 2022 is around 64.2 million MSMEs, but only 13 percent of MSMEs use digital technology in developing their MSME businesses (Pemerintah Kabupaten Batu Bara, 2022). This situation is certainly a cause for concern if it does not immediately receive serious attention from the government.

There are still MSMEs that have not utilized social media, including e-commerce as a medium for doing business today. It has been proven in terms of success that MSMEs that take advantage of advances in information technology facilities are more successful. Meanwhile, the problem in this service activity is the lack of skills of coastal communities, especially women, in marketing marine products or their husbands' catches through digital marketing. Social media has an important role as a forum for promoting products offered by MSME owners. The term digital marketing becomes important if MSME actors have skills in utilizing social media. In addition, for those who have a good level of creativity in promoting the products they offer through social media, the number of enthusiasts from the business they are doing will automatically increase. Based on interviews conducted with Haslinda's mother, she stated that many people on Laiya Island buy products online, especially when the goods they want to buy are not available on the island. However, very few of them take advantage of social media and e-commerce by promoting their products to people who live outside the island (Interview, 6 April 2023, Pulau Laiya).

Then, the recent COVID-19 also had a negative impact on the process of empowering women because the number of women's participation in formal work decreased by around 4.2 percent globally (AustralianGovernment, 2022). According to the World Economic Forum's Global Gender Gap Report 2021, the COVID-19 pandemic has extended the time it took to reach the global gender gap from 99.5 years to 135.6 years (AsiaDevelopment, 2021). The COVID-19 pandemic has indeed had a major negative impact on the process of achieving gender equality because many companies or industries have closed, resulting in many employees being expelled from companies. Then, there are also many employees who have to receive lower wages or salaries because companies are unable to pay their employees. MSMEs have also been impacted by the COVID-19 virus. There are around 1,785 cooperatives and 163,713 MSMEs affected by the virus according to data from the Ministry of Cooperatives (Wasik & Handriana, 2023).

According to "Revisiting the Pandemic: Surveys on the Impact of COVID-19 on Small Business and Workers" conducted by the Asian Foundation, women have a lower chance of survival, due to a lack of skills in managing family finances including family savings (AsiaDevelopment, 2021). This condition is the reason for the proposing team to provide training on the use of online media to the community, especially women on Laiya Island. This community service activity aims to encouraging women in digital marketing. The activity involves fostering a range of skills that are crucial in the rapidly evolving landscape of online promotion. Here are some key skills that can empower women in the field of digital marketing: (1) Digital Literacy. Digital platforms that develop following current trends are becoming an attraction in the marketing sector. Understand the basics of web analytics, SEO, and social media algorithms. Digital platforms can be a strategy for improving micro and small businesses (Suyanto et al., 2023). (2) Content Creation. Learn to write a story so that it becomes trending content for the younger generation. Familiarize yourself with multimedia content creation, including graphics and videos. Therefore, the concept of marketing through digital content has become a marketing strategy (Bui, Tran, Alang, & Le, 2023). (3) Social Media Management. Improve skills in using social media marketing more effectively. Increase understanding of trending brands so that audiences don't get bored and communities can build well. Improving skills in using social media is very important in the era of technology and information (Yanto, Ismail, Kiswanto, Rahim, & Baroroh, 2021). (4) Data Analysis. Analytical skills are needed to analyze data so that it can support useful decisions. Utilization of social media is very necessary, especially Google Analytics to support digital marketing. Several scholars see the importance of digital orientation because it can be a communication and organizational facility for an entrepreneur (Egala, Amoah, Bashiru Jibril, Opoku, & Bruce, 2024; Salih, Alsalhi, & Abou-Moghli, 2024). (5) SEO (Search Engine Optimization). Understand the basics of SEO to optimize content for search engines. Utilization of search engine algorithms as an information medium in developing digital marketing techniques. (6) Email Marketing. Marketing via email is an important thing to learn. Understand segmentation, personalization, and A/B testing in email marketing. (7)

Paid Advertising. Gain knowledge in running effective paid advertising campaigns (e.g., Google Ads, Facebook Ads). Understand budgeting, targeting, and ad copy optimization. (8) Graphic Design. Content creation skills can support basic knowledge of graphic design to produce visually attractive content. Then, it is also important to improve your skills in using Adobe Creative Suite or Canva. (9) Communication Skills. Successful digital marketing will rely heavily on communication, whether in the form of direct or written interactions. Develop presentation skills for reporting and pitching ideas. (10) Networking. The digital marketing industry requires a professional network. Therefore, a local event, webinar, and conference are important activities for an entrepreneur in building a professional network. (11) Adaptability. Improve skills in using digital marketing technology. (12) Project Management. Improve skills in studying project management marketing so that a collaboration will be formed.

Encouraging women to develop these skills and providing a supportive environment for their growth can contribute to increased representation and success in the digital marketing industry. Mentorship, training programs, and networking opportunities can further empower women in this field. This community service activity aims to provide knowledge about the benefits of the digitalization program and the importance of empowering women to achieve gender equality and to improve people's skills in using digital systems by utilizing marine products by making and processing fish balls and learning how to package them.

## METHOD

This community service activity was carried out on Laiya Island, Liukang Tupabbiring Utara sub-district, Pangkep Regency, South Sulawesi, Indonesia. This location was chosen because Laiya Island is one of the islands that has abundant marine resources. Meanwhile, on the other hand, the community still needs guidance on how to process these marine products. This activity was carried out in March 2023. This activity was carried out for one week. The picture below is the natural condition of Laiya Island. On the way to get to Laiya Island, we use a passenger boat that carries about 50 people. This passenger ship is also used by the community to transport household needs purchased on the mainland. The cost for one-way IDR is 15,000/person. Another way besides using passenger ships, people can also rent small boats to go to the island. The cost of renting a boat one way is around IDR 350,000 and can accommodate around 10 people. Figure 1 is Natural Conditions of Laiya Island and Figure 2 is is one of the means of transportation used for Laiya Island.



Figure 1. Natural Conditions of Laiya Island

Creating effective training programs for women in digital marketing requires a strategic approach to address their specific needs and challenges. Here's the method for designing training programs that can help enhance the skills of women in this field: (1) Skill Assessment: begin by conducting a thorough assessment of the existing skills and knowledge levels of the participants. This will help tailor the training content to their specific needs. (2) Basic Digital Marketing Concepts: start with foundational concepts such as digital marketing strategies, channels, and key performance indicators (KPIs). We ensure participants have a solid understanding of the basics before moving on to more advanced topics. (3) Content Creation and Copywriting: provide training on creating compelling and engaging content. Focus on writing for different digital platforms, including websites, blogs, and social media. We include elements of storytelling and visual content creation. (4) Social Media Marketing: offer in-depth training on social media platforms, including best practices

for content creation, community engagement, and advertising. We address the specific challenges and opportunities that women may encounter in social media marketing. (5) SEO Fundamentals: Cover the basics of search engine optimization (SEO), emphasizing the importance of keyword research, on-page optimization, and link building. We help participants understand how SEO contributes to digital marketing success. (6) Email Marketing: provide comprehensive training on email marketing strategies, including list building, segmentation, and designing effective email campaigns. Address the nuances of creating targeted and personalized content. (7) Paid Advertising: offer practical guidance on running paid advertising campaigns, covering platforms like Google Ads, Facebook Ads, and others. Include budgeting, targeting, ad copy creation, and performance analysis. (8) Analytics and Data Interpretation: train participants to use analytics tools such as Google Analytics to measure and interpret data. Emphasize the importance of data-driven decision-making in digital marketing. (9) Graphic Design Basics: introduce basic graphic design skills using tools like Canva or Adobe Spark. Provide insights into creating visually appealing graphics for social media, blogs, and other digital platforms. (10) Networking and Professional Development: Include sessions on building a professional network within the digital marketing industry. Encourage mentorship and provide guidance on career development opportunities. (11) Soft Skills and Communication: Incorporate training on soft skills, including effective communication, presentation skills, and negotiation. These skills are essential for building relationships and advancing in the workplace. (12) Inclusive Leadership and Empowerment: Address topics related to inclusive leadership, diversity, and empowerment. Provide strategies for navigating challenges, building confidence, and overcoming gender-related biases. (13) Hands-on Projects and Case Studies: Incorporate hands-on projects and case studies to allow participants to apply their knowledge in real-world scenarios. This practical experience enhances retention and skill application. (14) Feedback and Continuous Improvement: Establish mechanisms for feedback from participants and use this information to continuously improve and refine the training program. (15) Networking Events and Industry Connections: Facilitate networking events and provide opportunities for participants to connect with industry professionals. Building a supportive network is crucial for career growth. (16) Resource Library: Create a resource library with recommended readings, video tutorials, and other materials to support ongoing learning. (17) Post-Training Support: Offer post-training support through forums, webinars, or mentoring programs to address any additional questions or challenges participants may face in their roles.

This community service focuses on number 1, 2, and 3. These activities can design comprehensive training programs that address both technical skills and soft skills and can empower women to excel in digital marketing and contribute to a more diverse and inclusive industry.



Figure 2. The passenger boat used to go to Laiya Island

## RESULTS AND DISCUSSION

### The Concept of Gender Equality and Women's Empowerment

The concept of gender equality does not always discuss the biology of the sexes between men and women. Gender is socially defined through systemic normative pressures and is observed as a distribution gap at the population level. Gender can be observed in three ways in epidemiology, namely gender identity, gender personality, and gender diagnosis.

Gender is often associated with gender identity, measured by the self-report of an individual. This gender dimension can be defined as an individual viewing himself in the social continuum. Then, based on gender personality will be based on stereotypes and not sensitive to the context of generation, culture, age, class, and race. Finally, when measured from a gender diagnosis, this indicator is built from data, based on the presence or absence of several gender dimensions which are defined based on sex differences in a population (Colineaux, Soulier, Lepage, & Kelly-Irving, 2022). This community service activity focuses more on the gender dimension based on gender identity. This service activity will see how women as a gender in a social context are still trying to achieve family welfare.

Regarding gender equality, there are several issues that are always interesting to discuss, namely the role of women and men in society. This perception of gender is also supported by the media through a narrative (Fivush & Grysman, 2022). For some reason, in a gender-stratified society, activities carried out by men are always seen as better than those carried out by women, even though these activities are the same (Lorber, 2018). Gender mainstreaming is important to emphasize in society that women have the same opportunities as men in realizing an empowerment process.

One of the disadvantages that is often experienced by women is the opportunity to access employment. This condition will certainly lead to gender inequality. This gender inequality is also due to the very low level of women's participation in the empowerment process. On the other hand, it is mandatory for a country to achieve gender equality in a sustainable manner so that the goals of the Sustainable Development Goals (SDGs) can be achieved (Halişçelik & Soytaş, 2019). SDGs on goal five emphasize women's empowerment so that women can be free from poverty and have greater access to jobs, subsidized care, and public services (Goetz, 2020). An empowerment process becomes successful if the process can support gender equality at all levels both locally, nationally, and globally (Phillips, 2015). Therefore, development in a country will not be successful if it only advances one field. Successful development will involve women through empowerment programs that are multidimensional in nature, including involving communities and values (Galiè & Farnworth, 2019).

This service activity serves as a means to contribute to the achievement of Sustainable Development Goal (SDG) number five, focusing on gender equality. It aims to diminish gender disparities by implementing empowerment programs (UNWomen, 2022). This service activity plays a pivotal role in advancing women's economic empowerment by offering targeted training programs to enhance their skills. Through collaborative partnerships with stakeholders, we strive to create a conducive environment for women's progress. The significance of multi-stakeholder involvement is underscored in gender mainstreaming, as emphasized (Stibbe & Prescott, 2020) facilitating the acceleration of government program implementation. The involvement of multiple parties in discussions about gender contributes to a more comprehensive understanding of gender equality (Adolfsson & Madsen, 2020; Woodward, 2015) facilitating a nuanced and inclusive perspective. The existing gap in this theory pertains to the sustainability of women's empowerment, particularly in the context of skill enhancement, and underscores the need for a multi-stakeholder approach.

### Stages of training

A total of 55 participants, encompassing both young and adult women, actively engaged in this initiative. The involvement was multifaceted, as illustrated in the table detailing the participants' participation in socialization activities. The training activities on Laiya Island unfolded across several stages, commencing with a two-day socialization phase. This phase aimed at familiarizing MSMEs with the advantages of digital integration. Subsequently, the training progressed to focus on the utilization of marine products. During this stage, participants were instructed on crafting fish balls and packaging seafood, aligning with the overarching goals of the service activity. Figure 3 shows the age range of participants, Figure 4 shows the job of participants, and Figure 5 shows the education level of participants.

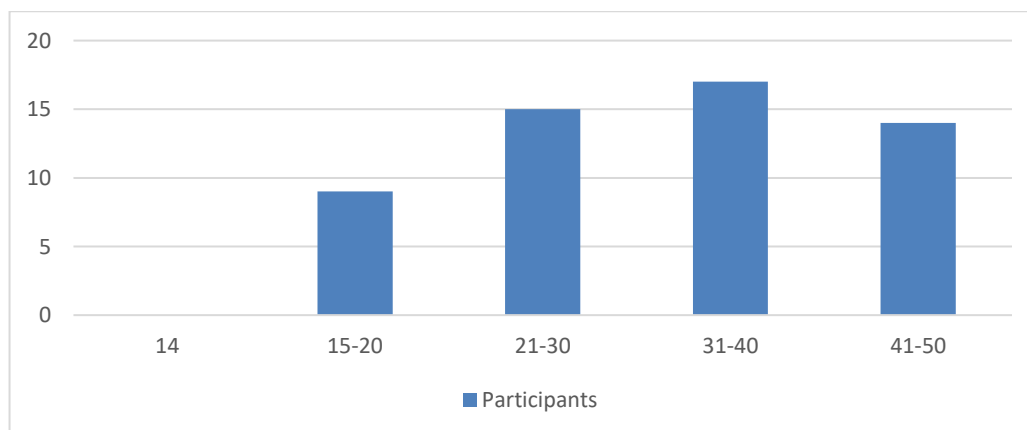


Figure 3. Age of participants

The data provided above delineates participant demographics based on age, revealing a distribution of 9 individuals in the 15-20 age group, 15 participants in the 21-30 age range, 17 individuals aged 31-40, and 14 participants aged 41-50, summing up to a total of 55 individuals. In terms of educational background, among the 55 participants, 4 individuals held undergraduate degrees, while 51 had completed high school education. Occupation-wise, the breakdown included 5 village officials, 35 housewives, 8 entrepreneurs, and 7 individuals without current employment among the diverse group of participants.

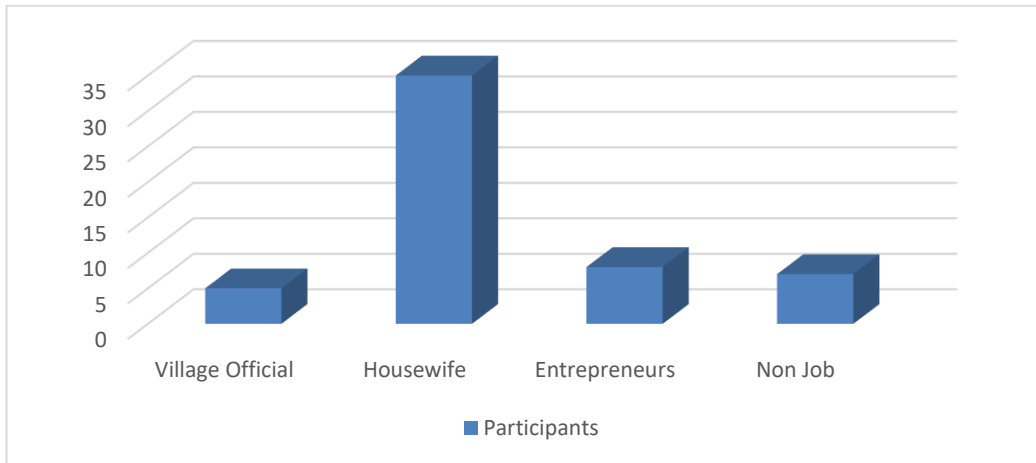


Figure 4. Job of participants

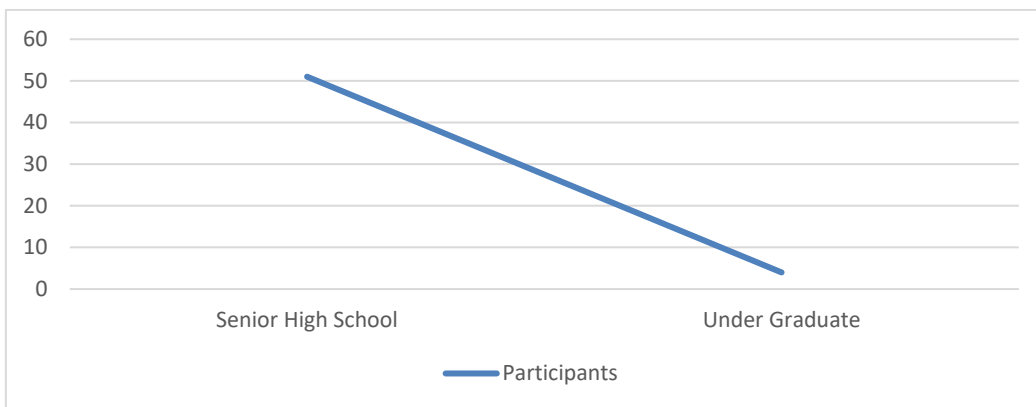


Figure 5. Education level of participants

### Socialization of Digital MSMEs and Empowerment of Women

In this community service activity, the implementing team explained the fact that MSMEs are a sector that is very promising as well as profitable for all parties involved in it which is certainly inevitable. The implementation team also said that it had been proven that MSMEs were one of the main factors that led to economic growth in this country in Indonesia. In addition, MSMEs have also succeeded in increasing the Gross Domestic Product (GDP) with high employment. In this socialization activity, the implementation team also conducted interviews with one of the residents of Laiya Island, namely Ratna Sari. We asked about the activities carried out by Mrs. Ratna Sari. She stated that there were not many jobs that could be occupied by women who worked on Laiya Island, namely as traders, be it traders who were in home industries or just helping their husbands in selling seafood (Interview, 8 April 2023, Laiya Island).

We conveyed to the participants during the socialization phase that in the current era of globalization, the role of social media platforms like Instagram, Twitter, Facebook, TikTok, and e-commerce platforms such as Shopee, Tokopedia, Bukalapak, and Lazada is pivotal for the effective operation of Micro, Small, and Medium Enterprises (MSMEs). Recognizing the significance, it becomes essential for individuals in the MSME sector to acquire sufficient knowledge about the myriad benefits offered by these platforms, enabling them to leverage these tools for their businesses. In a subsequent interview with Dahlia, she highlighted that many residents on Laiya Island are already active on various social media platforms, including Instagram, Twitter, Facebook, YouTube, and TikTok, with some even utilizing the TikTok Shop for their shopping needs. Given this scenario, Dahlia emphasized the importance of empowering women on the island with the knowledge and skills to effectively use social media platforms, fostering their active participation in the digital realm (Interview, 8 April 2023, Laiya Island).

Figure 6 shows the step training of MSMEs go digital and Figure 7 shows the socialization activity of MSMEs go digital in Laiya Island.



Figure 6. Training of MSMEs go digital



Figure 7. Socialization of MSMEs go digital

On the inaugural day, socialization activities unfolded from 10 am to 5 pm, with a break for lunch. The community service team took the opportunity to apprise the attendees of the inherent beauty of Laiya Island and its rich marine resources. The team emphasized that the island's abundant marine products present a unique opportunity for the community to engage in proper processing and utilization. This circumstance serves as a compelling reason for conducting socialization sessions on the imperative of Micro, Small, and Medium Enterprises (MSMEs) embracing digital strategies. By doing so, these MSMEs can effectively introduce and market seafood products from Laiya Island, thereby enhancing their visibility and reach in the digital marketplace.

Although the people of Laiya Island are used to electronic devices and internet access, based on interview results, only a few of them use social media to promote their seafood products outside Laiya Island. Thus, enthusiasts of their products are still very limited. This situation then became an obstacle for MSMEs on this island to progress. On the other hand, the existence of e-commerce and social media as a place for buying and selling can make the target market wider. The residents of Laiya Island currently possess minimal awareness of the crucial role that e-commerce plays in this era of globalization. There is a recognized need for further education and study on this topic to enhance their understanding. Based on the results of an interview with a Laiya Island resident named Amelia, she said that she used the Shopee application to promote her skincare products when she was still living in Makassar. However, after settling in Laiya Island, she stopped these activities due to impossible situations, such as the internet being difficult to obtain and sea

transportation being expensive (Interview, 10 April 2023, Laiya Island). This proves that one of the reasons preventing Laiya Island residents from expanding their target market outside the island is transportation constraints, where just getting to Pangkep mainland takes up to almost two hours by boat. Therefore, it is important that this outreach activity where we provide an overview to participants that one way to end poverty is to participate in women's empowerment activities so that they can support food security in the region where we live and also become a venue for promoting gender equality.

### **Marine Product Utilization Training**

In this training session, participants are instructed in an efficient method of processing seafood, specifically the production of fish balls. Recognized for their high nutritional value, fish balls generate considerable community interest in learning this skill. The process begins by selecting fish varieties without bones and possessing a soft texture. Participants collectively clean and de-thorn the fish before proceeding to puree it. The mashed fish is then combined with garlic, salt, starch, ground pepper, water, and flavoring. The mixture is shaped according to individual preferences, offering a practical and engaging way to enhance culinary skills and promote the nutritional benefits of seafood.

As part of the training process, we emphasize the significance of women's active participation in the economic empowerment journey. Empowering women aligns with Sustainable Development Goal 5, focusing on gender equality. This empowerment contributes to building women's competitiveness, particularly within market dynamics. We elaborate on how empowering women serves to diminish barriers to resources and addresses issues of unfair competition, both at the individual and policy levels. By fostering women's economic empowerment, we actively contribute to the overarching goal of achieving gender equality outlined in the SDGs program. We further explain that empowering women can reduce barriers to resources and unfair competition at both the individual and policy levels. To be more specific, empowerment includes the ability of women to participate equally in existing markets; their access to and control over productive resources; access to decent work; control over their own time, life, and body; and increased voice, agency, and meaningful participation in economic decision-making at all levels from households to international institutions (AsiaDevelopment, 2021).

The training that we are holding can support the process of women's economic empowerment because we provide an explanation of the importance of entrepreneurship even though maybe it is only limited to the home industry level. This outreach and training activity also supports the SDGs because it can open up new and decent jobs for all by involving productive young and adult women. According to the report of the International Finance Corporation on the Micro, Small, and Medium Enterprises finance gap in 2017, there are around 6.6 million formal Small and Medium Enterprises owned by women in developing countries (AIIB, 2023). This condition is certainly a motivation for women to participate more actively in supporting and promoting gender equality by continuing to train themselves in utilizing natural products around them.

### **Training Results**

Our observations indicate that the need for comprehensive education extends beyond economic and technological aspects to include digital literacy on Laiya Island. In contrast to urban dwellers, the residents here exhibit minimal knowledge, lacking fundamental understanding in general knowledge and basic English. In this era of globalization, it becomes evident that individuals should ideally possess such foundational skills as prerequisites for active participation. Whereas the success of an empowerment process is due to the skills or knowledge of members or empowerment groups (Majdawati & Brahmana, 2022). Despite the challenges highlighted, field data obtained during the socialization activities reveal that teenagers actively participating in the program exhibit adeptness in using social media to connect with their peers. In an interview, Aulia noted that children on Laiya Island are well-versed in current popular culture discussions, showcasing their proficiency in navigating social media and basic technological devices. However, this underlines the importance of providing education on utilizing the internet for accessing diverse and beneficial information, ensuring they are well-prepared for future endeavors.

The proficiency of Laiya Island residents, especially teenagers, in using technological devices and social media presents an advantageous opportunity for learning and knowledge absorption. The internet, encompassing platforms like Instagram, Twitter, Facebook, Youtube, and TikTok, offers myriad educational possibilities when information is appropriately curated. These platforms can be valuable tools for expanding knowledge across diverse fields through informative accounts. Encouraging self-motivation to learn English enhances vocabulary and facilitates communication in this international language. Harnessing technology, social media, and internet access enables Laiya Island residents to not only advance their digital marketing skills, a crucial factor for success in the MSME sector, but also leverage e-commerce for expanding their business's target market.

The participants received benefits after participating in socialization and training activities, such as 1) an increased understanding of the importance of empowering women, especially in utilizing natural products; 2) participants have skills in making fish balls; 3) participants know the correct way of packing marine processed products. The Figure 8 shows the results of socialization and training.



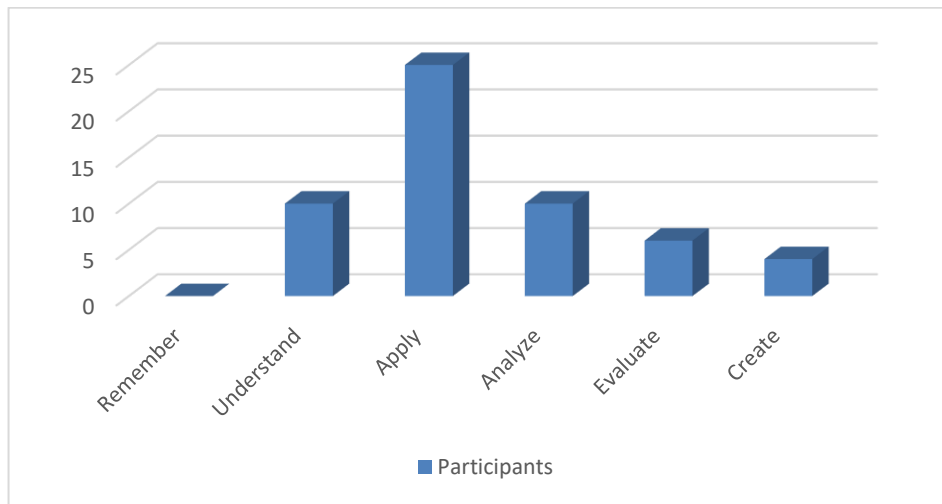


Figure 8. The understanding level of participants

The Figure 8 shows the level of understanding after participating in socialization and training activities. There were 10 people at the understanding level, 25 people at the applying level, 10 people at the analyzing level, six people at the evaluating level, and four people at the creating level. Measuring the level of understanding uses Bloom's taxonomy. According to Benjamin Bloom, there are six levels to measure a person's level of understanding, namely remembering, understanding, applying, analyzing, evaluating, and creating (Drew, 2023). At the remembering level, one can retain and remember information. At this stage, the person can repeat, memorize, and identify the material that has been given. At this level, all participants have been able to exceed that level because of a good level of understanding. Then the understanding level. Someone at this level can clearly understand the material provided. They can then paraphrase, report back, provide clear descriptions, and summarize the material provided. Participants can provide a clear explanation of the material that has been provided.

Next, level applying. At this level, participants are able to use existing knowledge or material in a new context by applying, operating, and using the concepts or material provided. At this level, participants are able to explain to others the importance of women's empowerment programs in supporting the improvement of community or family welfare. The next level is analyzing. At this level, participants can provide clear reasons and categorize the materials that have been given. Participants have an awareness to participate in supporting the UMKM program because it has a good positive influence on its members. The next level is evaluating. At this level, participants are able to make judgments about the material provided. They can criticize and provide recommendations regarding the implementation of socialization and training provided on Laiya Island. The material for making fish balls can also be done well, they can process the seafood and do the packaging. The last level is creating. At this level, participants can use existing or given information to discover, develop, design, and build something new. Participants have been able to create MSMEs by inviting several friends to join groups.

## CONCLUSION

The socialization and training activities conducted on Laiya Island have effectively imparted knowledge and skills to the community, particularly the participants, underscoring the significance of empowering women through enhanced proficiency in utilizing marine products. Engaging village officials, housewives, and entrepreneurs, the participants, predominantly women with varying educational backgrounds, quickly grasped the techniques of crafting and processing fish into meatballs. However, achieving women's welfare necessitates collective participation, emphasizing the need for collaboration from all stakeholders, including the government.

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