PILOT PROJECT DIGITAL MARKETING FOR SMALL SCALE BUSINESS IN BLITAR

Sanhari Prawiradiredja[1]*, Budi Santoso[2], Citra Rani Angga Riswari[3]
[1,3]Fakultas Ilmu Komunikasi Universitas Dr. Soetomo, [2]Fakultas Teknik Universitas Dr. Soetomo
*e-mail: sanhari.prawiradiredja@unitomo.ac.id [1]

Abstract

This community service will be carried out in Dayu village, Nglegok sub-district, Blitar district. This area has become an object of service because of the existence of an organization called Pertakina that fosters small-scale economic enterprises. This community service is carried out in Dayu Village, Nglegok District, Blitar Regency. This area has become an object of service because there is Pertakina, which is an organization that has a number of small-scale businesses managed by former PMI (Indonesian Migrant Workers). They belong to a group of Indonesian migrant workers who with their own capital are trying to be economically independent, so they no longer need to work abroad to earn income. Pertakina has members with various categories (a) former migrant workers, (b) families of migrant workers who own or are starting a business, (c) residents who join to become independent entrepreneurs. Until now, PERTAKINA has recorded 68 members of whom already have businesses and 82 people are starting businesses. The problem they face is how to increase marketing to increase production scale. Therefore, what must be done is to foster a pioneering spirit of doing business for former overseas migrant workers so that they can become independent entrepreneurs and can work in peace with their families. Some of the problems faced by small scale business actors are (1) Some business actors do not yet have a brand or brand for their business or products, (2) Already have an institutional web but do not have media for displaying digital products (3) Business is handled domestically so it requires connectivity and wider range of business.With the emergence of these problems, the community service team developed programs, namely: (1) brand development training by increasing product value with presentation of photographic displays, (2) Creating web-commerce featuring variations of products. With the existence of this website, it will become a display case for Pertakina products, (3) The use of social media for small scale business independently in marketing their products is through Instagram and Youtube media.

Keywords: Pertakina, UMKM, Web-commerce, Social Media, Youtube, Instagram

Abstrak

Pengabdian masyarakat ini akan dilaksanakan di desa Dayu, kecamatan Nglegok, kabupaten Blitar. Kawasan ini menjadi obyek pelayanan karena adanya organisasi bernama Pertakina yang membina usaha ekonomi skala kecil. Pengabdian masyarakat ini dilakukan di Desa Dayu, Kecamatan Nglegok, Kabupaten Blitar. Daerah ini menjadi obyek pelayanan karena ada Pertakina, yaitu organisasi yang memiliki sejumlah usaha kecil yang dikelola mantan PMI (Pekerja Migran Indonesia). Mereka termasuk dalam kelompok pekerja migran Indonesia yang dengan modal sendiri berusaha mandiri secara ekonomi, sehingga tidak perlu lagi bekerja di luar negeri untuk mencari nafkah. Pertakina memiliki anggota dengan berbagai kategori (a) mantan pekerja migran, (b) keluarga pekerja migran yang memiliki atau sedang membuka usaha, (c) penduduk yang bergabung menjadi wirausaha mandiri. Hingga saat ini, PERTAKINA tercatat 68 anggota di antaranya telah memiliki usaha dan 82 orang sedang merintis usaha. Masalah yang mereka hadapi adalah bagaimana meningkatkan pemasaran untuk meningkatkan skala produksi. Oleh karena itu, yang harus dilakukan adalah menumbuhkan semangat kepeloporan berbisnis bagi para mantan TKI di luar negeri agar mereka bisa menjadi pengusaha mandiri dan dapat bekerja

dengan tenang bersama keluarganya. Beberapa permasalahan yang dihadapi oleh pelaku usaha kecil adalah (1) Sebagian pelaku usaha belum memiliki merek atau brand untuk usaha atau produknya, (2) Sudah memiliki web *kelembagaan namun belum memiliki media untuk menampilkan produk digital (3) Bisnis ditangani di dalam negeri sehingga membutuhkan konektivitas dan jangkauan bisnis yang lebih luas. Dengan munculnya permasalahan tersebut, tim pengabdian masyarakat mengembangkan program yaitu: (1) pelatihan pengembangan merek dengan meningkatkan nilai produk dengan presentasi display fotografi, (2) Membuat* web-commerce *yang menampilkan variasi produk. Dengan adanya* website *ini akan menjadi etalase produk Pertakina, (3) Pemanfaatan media sosial bagi usaha kecil mandiri dalam memasarkan produknya adalah melalui media Instagram dan Youtube.*

Kata kunci: Pertakina, *UMKM*, *Web-commerce*, *Social Media*, Youtube, Instagram

1. INTRODUCTION

Pertakina (Association of Retired Migrant Workers and Families) is an association initiated by former Indonesian workers who worked abroad who later became an association of independent entrepreneurs so that they no longer needed to be migrant workers and leave their families. Pertakina was founded in 2007 with the initial name Srikandi, and changed to Pertakina and received a Decree from the Ministry of Law and Human Rights on March 16, 2016. Pertakina has members with various categories (a) former migrant workers, (b) families of migrant workers who have or are currently starting a business, (c) residents who join to become independent entrepreneurs. Until now, Pertakina has 256 members, 68 of whom already have businesses and 82 are starting businesses (Pertakina.org, [Accessed10-7-2022]).

The type of business carried out is divided into two, namely service providers and processed food products. From a survey conducted by a team of proposers in Nglegok District, Blitar Regency, it was found that a business group specifically engaged in the food and beverage processing industry. Although there are also small business enterprises engaged in the production of handicrafts and services. Information extracted from entrepreneurs is that they need an increase in business scale that requires marketing connectivity to increase the scale of services or increase sales of their products. For this reason, it is necessary to form a marketing strategy that is in accordance with their needs, especially those that are digital and reach a wider market area(Haryanti, et al., 2019; Irfani, et al., 2020).

There are several problems faced by entrepreneurs of food-beverage processing Pertakina-Blitar, namely: (1) Do not have media to display their products, (2) Business is handled in a household manner so that it requires connectivity for a wider range of businesses both with general marketing or outreach to retail or reseller businesses.

To overcome the problems faced by entrepreneurs Nglegok Village - Blitar, the solutions taken can be described such as the following: (1) Product display training with photography techniques to increase product value (Mustofa, et al., 2022) which will later be used as content in web-commerce created, (2) Creation

of an e-commerce website (Rifkifar, et al., 2021; Saharna and Rukun, 2019) for food-processed entrepreneur products with comprehensive content and relevant features so that it can be a source of information for product marketing as a means of disseminating information processed food products

With the existence of web-commerce, further efforts can be made to use social media or other internet-related facilities to be linked with existing institutional websites or websites that describe the product. The creation of social media accounts and their management will be useful for information and product promotion to increase sales, in the form of: Instagram, and Facebook which have specific characters and functions for marketing (Thurlow and Mroczek, 2019; Dedi, et al. 2017).

2. METHOD

The implementation method in this community service program goes through the following steps: First, situational analysis was carried out to obtain information from community service partners about the need for communication facilities for marketing through digital media or the internet which included aspects of: a) required information content. b) the potential of existing marketing bases for service partners, and c) the ability of partners to display products through photographic techniques. The team also explores information about the need to use media for marketing in the form of: a) web-commerce, b) social media for small business, c) business card that is integrated with digital marketing media and social media.

Based on the data and information obtained, then the PKM program is designed which includes: a) Photography training and practice for product display, b) Digital marketing design, product variety web-commerce design c) Design and manufacture of business cards that are integrated with web-commerce and social media accounts d) schedule of activities. Implementation is then carried out based on the plans that have been made. Photography training and practice, business card design, social and web-commerce operations as planned, tutorials or operational manuals are also made in a form that is easily understood by participating partners. So they can easily learn based on the tutorial. At the end of the implementation, an evaluation will be carried out to get input for improvement from participating partners, as well as updates that must be made both in web-commerce content and business card designs that have been made.
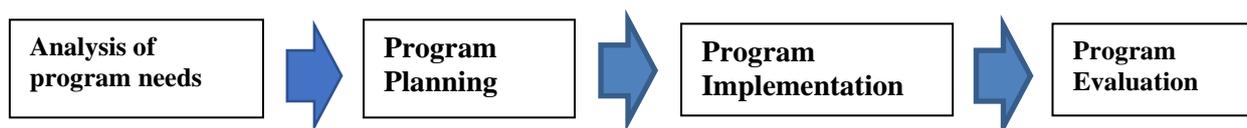

Figure 1. Implementation Process

3. RESULT AND DISCUSSION

In dealing with partner problems, namely small business enterprises under the Pertakina association, it must be carried out in stages considering the number of members who are widely spread regionally. Therefore, the implementation of training and tutorials in community service is carried out in stages and based on business opportunities. Some of the small business actors who participated in the training included:

Table 1. List of Proposed Names of Participants

No	NAME OF OWNER / BRAND	TYPE OF BUSINESS
1	Siti Koeriyah / Greendis	Food & Drink
2	Hasan / Al Jaidi	Food & Drink
3	Nining Siti Muyasaroh / Cengkir	Food & Drink
4	Siti Maspupah / Tiga Putra	Service, Food & Beverage
5	Rudiyanto / Sarange Farm	Agribusiness, Food & Beverage
6	Yuliati / Karina	Food & Drink
7	Maesaroh / Dayu	Food & Drink
8	Radiah Hariyanti / Radie Unique	Food & Drink
9	Ida Yulestari / Seroja	Food & Drink
10	Salamah / ALU	Food & Drink
11	Rubandi / Jiwut	Food & Drink

Even though this small survey is based on limited data, it can illustrate that the main cluster of Pertakina entrepreneurs is services and processed food products. Information extracted from entrepreneurs is that they need an increase in business scale that requires marketing connectivity to increase the scale of services or increase sales of their products. For this reason, it is necessary to develop a form of digital marketing strategy that suits their needs so that it is contemporary and follows the times.

In the implementation of community service, the main activity relies on training MSME managers so that they are able to initiate and develop their marketing communication activities to increase the scale of sales of the products or services they produce.

3.1. Photography Training

The main purpose of photography training is as a means of providing stockshot photos for product descriptions on web-commerce created. The basic technique being trained is the first regarding the point of interest (POI) which is the focus / main point of the product or service image displayed which is the core story of the photo. Next is photography techniques related to composition related to symmetry, frames, balance and so on. Another basic technique that was also presented was related to lighting techniques, which could be in the form of natural or artificial lighting.

The participants from the small business tried to make the photos according to what was obtained in the training. With the limited availability of equipment,

managers try to apply photographic techniques related to POI (Point of Interest), composition and lighting which of course still rely on natural light sources considering the availability of lighting equipment.

Figure 2. Photography Examples

3.2. Web-commerce and Social Media Development

This community service program complements the web profile of the Pertakina organization, with a commercial website whose content is products produced by small buusiness enterprises under Pertakina. Therefore, the features created on this website contain categories of processed food products in the form of food, beverages and agricultural products. The next feature is handicrafts and services. Further dynamic feature development will depend on the role of web administrators who operationally control web development. The university's service program provides tutorials on how to use the web by administrators appointed by Pertakina. The existence of this web of course also depends on the small scale business managers who supply photos of their products or narratives that will be submitted and uploaded to the web. The team from the university only trains photography in the early part of the process.

Marketing of products through the internet is currently one of the most widely used marketing techniques. With effort that is not too hard, the results obtained can exceed the effort made. Entrepreneurs of food processing ex-migrant workers are encouraged to take advantage of the use of social media Instagram and Facebook as much as possible, both in terms of the consistency of posting content, and in terms of the quality of the content sent. Some participants already have a Facebook account, it is recommended to separate personal accounts from business accounts. Especially for business purposes, Facebook has provided a Fanspage feature that can be used to fill in information on marketed products.

In addition to the social media platform Facebook, which has long been used by the public for product promotion media, Instagram is also very popular, especially among young people. Instagram is more popular for marketing products with attractive visualizations, because its main features are photography and short video content Therefore, mastering the ability to produce attractive product photos

is very important on the Instagram platform. The participants, through photography training, are encouraged to continue to improve their abilities.

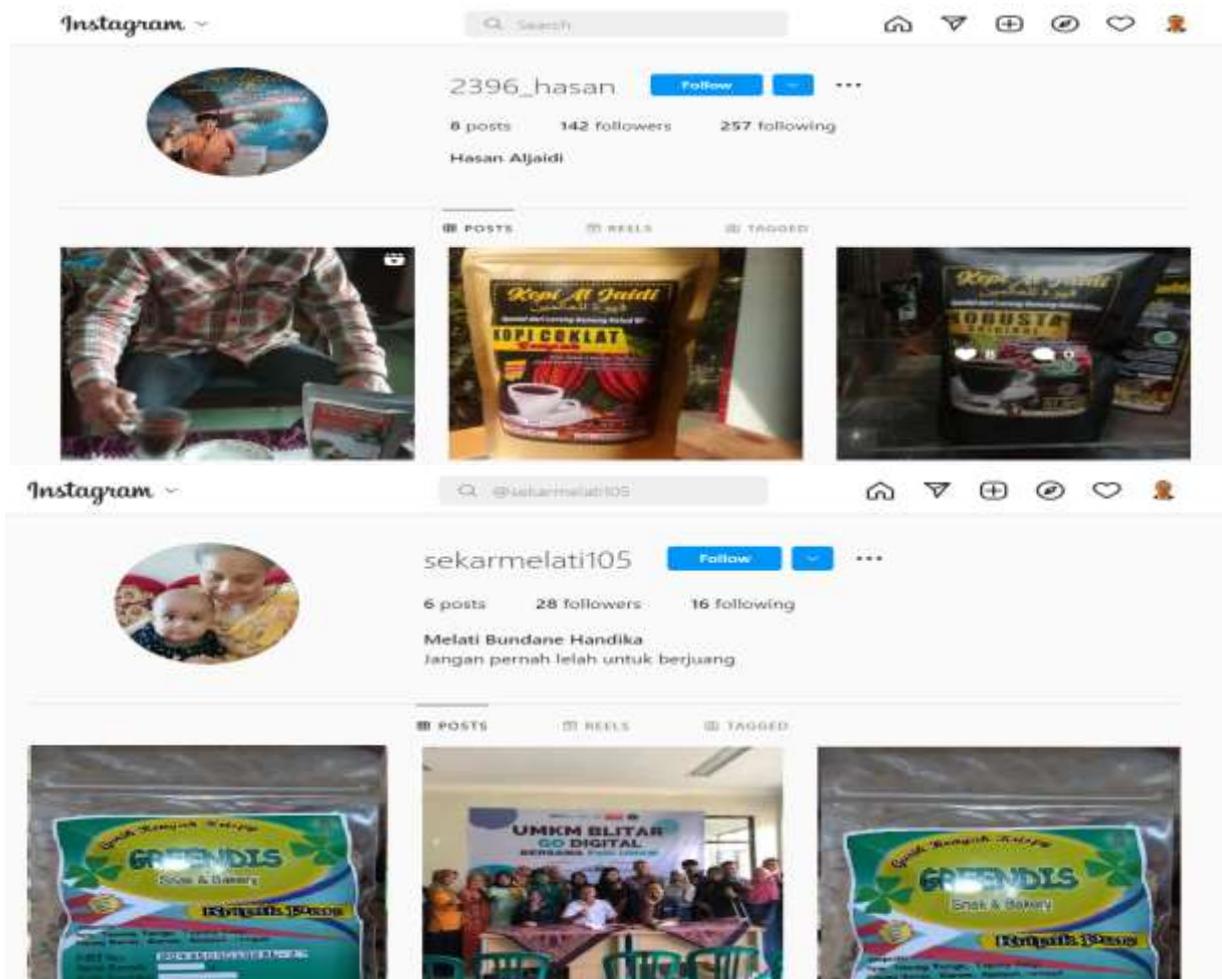Figure 3 Some of the participants' Instagram accounts that have been optimized.

Figure 3. Optimized Instagram Account

3.3. Business Cards for Small Scale Business

One of the priority solutions in marketing integration for entrepreneurs of food processing ex-migrant workers who are members of Pertakina is the availability of a business card containing all information, both contact and product display links for each member. A business card like this can only be implemented if some of the things listed in it are already available, such as WhatsApp contacts, Facebook links, and Instagram links. After going through a process of discussion and consultation between the university team and participants, an agreement was obtained on the design used for each of small-scale enterprises participating in this program.

Figure 4 Some of the participants' Business Cards.

Figure 4. Participants' Business Cards

3.4. Community Service Program Performance

Based on the ongoing process carried out in this community service activity, participants get significant benefits from the training activities carried out. For the photography insight training activities, participants get benefits in the form of basic skills in doing photography. As a result, they can collect photos of their respective products that are useful in web-commerce development.

In terms of expanding the market share of participants' products in digital form via the internet, web-commerce is required. The implementation of program has succeeded in building a web-commerce that contains the business profile of each entrepreneur, as well as product displays and price information, so that transactions can be carried out through the web-commerce. In addition, the participants were also assisted in improving the appearance of Facebook and Instagram social media accounts to support product marketing via the internet.

Lastly, some of the participants before the implementation of community service already had business cards for their businesses. However, the form and content of business cards are still conventional, containing only names, addresses, and telephone numbers. After the implementation of the program, they get a physical design and business card that contains complete information on web-commerce and social media that are useful for prospective customers to be accessed directly via gadgets or cellphones via the internet.

4. CONCLUSION

The marketing program carried out by the University Service Team of Dr. Soetomo apparently got a very good response from all participants. Starting from planning meetings, coordinating assignments to implementation, all activities can take place smoothly and on time. During the training, participants enthusiastically listened to all the material presented. With the skills possessed, it is hoped that they will also be conveyed to their fellow small scale business. The limited tools are indeed an obstacle, but with the principle of gethok tular (estaffette, word-of-mouth) it is hoped that small scale business actors who are active in this first pilot project will attract the participation of other members. Website admin managers who also need more skills and focus on activities with serious efforts will certainly be able to handle them.

The devotees themselves have strived for the sustainability of the program by designing a follow-up Community Service with a marketing theme in Dayu Village, Nglegok District, with a more comprehensive follow-up marketing communication program. This is done by designing a more comprehensive marketing communication program by utilizing Facebook and Instagram which are linked to the web-commerce that has been created. Of course, efforts must also be made to continue to develop other programs, for example by using other social media such as Youtube and TikTok. Of course the service team must seek community service resources other than Unitomo funding for much efforts to develop community service programs that are wider in scope and more comprehensive.

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