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Research Article

Assistance In The Quality Of MSME Marketing Through Social Media Marketing Innovation For Banana Chip Business Actors In Tanjung Sarana Village, Cihanjavar Village In 2023

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Abstract. Marketing of UMKM in Cihanjavar village is still very lacking, due to limited knowledge about marketing using social media. The purpose of this service is to educate the public about marketing using social media facebook and whatsapp. The service method is carried out using the PAR (Participatory Action Research) method, which is a research method that is carried out definitively among community members.. The steps taken by researchers in this service: first observing the potential of UMKM in Cihanjavar village, second innovating to make product packaging logos, third educating marketing using social media facebook and whatsapp. The result of this service is in the

form of new product packaging using standing pouches along with packaging logos, and a wider market reach because it is marketed through social media. To find out an overview of how banana chip UMKM in Tanjung Sarana Village, Cihanjawa Village can take advantage of other social media by providing innovations in the products sold and expanding marketing by using Facebook, Whatsapp, for business benefits and introducing these products to the wider community in order to get a wider potential market share.

Keywords: UMKM Assistance, Social Media Innovation, Marketing

INTRODUCTION:

The increasingly sophisticated technology in the current era marks that the times are growing. Being in the digital age provides many opportunities in the field of entrepreneurial economics. According to (Dedi Purwana, Rahmi, 2017) what is an indicator of the business world when entering the digital world is the increase in digital advertising spending, people tend to use gadgets with high intensity because of the ease of access to various information in various internet content, better telecommunications infrastructure systems and presenting opportunities for individuals to collect, process, and exchange information to facilitate activities. business.

The opportunities present in the digital era play an important role in small micro and medium enterprises (UMKM). Micro, Small, and Medium Enterprises (UMKM) have an important role in the Indonesian economy. The existence of UMKM in Indonesia is very important and is considered by the government because MSMEs are able to accommodate a large number of workers and become a source of income for people in the lower middle class. The productivity of UMKM in an area will certainly have implications for the availability of employment and will certainly reduce the number of unemployed. (Suindari, N.M., 2020). UMKM are said to be the driving force in national economic development, because they can absorb labor, overcome poverty problems and help channel development results. Every actor who carries out entrepreneurial activities is required to have a strategy in maintaining the business being run, not only creating unique products but business actors, such as UMKM owners are also required to have a marketing strategy that can develop the business being run, attract consumers, and expand market share. (Aris W, 2016).

In marketing activities that are often an obstacle for small micro and medium enterprises (UMKM), namely the use of marketing media that is less optimal and less profitable for businesses (Consoli & Cesaroni, 2015). Marketing that is still relatively conventional makes small businesses less competitive with large business actors who have a strong marketing network. (Susanti, 2020). The potential development of this digital era provides social media as a step to help market products or services, so as to increase business and lower costs. (Darwanto, 2013). Social media is an online media that allows users to participate, various, create blogs, social networks, wikis, forums, and virtual worlds. The social media used to help marketing activities is very diverse such as whatsapp, instagram, line, telegram, facebook, youtube, and so on (Abidin, 2020). Social media presents many potentials such as the ease of finding information about the products offered, helping potential consumers make product

comparisons before making purchase transactions, being effective, minimizing promotional costs and being able to reach a wide and unlimited market. (Purwana, 2017)

Tanjung Sarana Village is a village area located in Bojong District, Purwakarta Regency. The majority of people in Tanjung Sarana village work as farmers, and gardening, Tanjung Sarana Village also has a lot of industrial potential, especially micro and medium enterprises (UMKM) such as banana chips, village donuts, and various other wet cakes. The problem faced by one of the UMKM owners who produce banana chips is the limited or suboptimal use of social media, only through door to door to offer their products to stalls with a product delivery system. UMKM players prefer to sell their products in markets close to home, as well as small shops. The reach of the target market is not yet wide and limited to the area where UMKM are located, this can make it difficult for businesses to develop and survive business owners with stronger marketing capital. In the midst of digital development, UMKM owners need to improvise offline and online sales with other social media that provide many advantages, namely the ability to introduce and promote products with wider broadcast engagement, Effective payment and purchase methods, attracting consumers with unique and creative hashtags, can collaborate with influencers.

This research activity was carried out by observing the owner of banana chips UMKM, Emak Hj. Iis Holisah. Through the Real Work Lecture (KPM) program, researchers intend to develop marketing activities from UMKM owners. After the initial survey by conducting observation and interview activities, researchers conducted guidance and practice on the use of the application, and hoped to improve the quality of the banana chip business run by Emak Hj. Iis Holisah. Therefore, researchers carried out a service entitled UMKM Marketing Quality Assistance through Social Media Marketing Innovation at Banana Chips Business Actors in Tanjung Sarana Village, Cihanjavar Village in 2023.

RESEARCH METHODS

The method used in this study is the PAR (Participatory Action Research) method, which is a research method that is carried out in a participatory manner among community members of society in lower levels whose spirit encourages transformative actions to free society from the shackles of ideology and power relations (changes in better living conditions) (Sugiono, 2009). In the action dimension, devotees design marketing strategies through social media. The dimension of participation or implementation of actions, people educate on measures or ways of implementing them. This research activity was carried out by observing the owner of banana chips MSMEs, Emak Hj. Iis Holisah. In this interview, researchers intend to find out and analyze the marketing activities of UMKM entrepreneurs in the current digital era. After the initial survey by conducting observations and interviews, researchers conducted guidance and practice using the application, and hoped to improve the quality of the banana chips business run by Emak Hj. Iis Holisah.

1. Preparatory stage. In the preparation stage, the service implementation team collects data and maps the entire number of UMKM, prepares a fill-in form

containing data on the fulfillment of the Business Identification Number (NIB). And finally prepare a letter of assignment directly issued by the Cihanjavar village.

2. Implementation and Education Phase. At the implementation and education stage, it is carried out using the door to door method so that the implementation of education and filling out forms is carried out at the residence of UMKM actors. At this stage, the team also provides education and understanding about marketing using social media.
3. The dimension of action or action planning, this service tries to change to invite UMKM players to start getting to know digital marketing. By teaching product marketing through facebook & whatsapp social media. The dimension of participation or implementation of actions, devotees began to practice the use of social media to market UMKM products for banana chips. Research methodology or place of diagnosis (problem), in this service UMKM actors in Tanjung Sarana Village, Cihanjavar Village have the potential for product quality to compete in the market, but due to lack of knowledge about digital marketing, the product lacks marketing development which results in the sale of banana chips not optimal. In general, the target of digital marketing education is to all UMKM players in Tanjung Sarana Village, Cihanjavar Village, but devotees choose this banana chip product because of its greater potential. With consideration of product quality, the seriousness of UMKM players wants to apply digital marketing to their products.

RESULTS AND DISCUSSION

Of the many potential micro, small and medium enterprises (UMKM) in Tanjung Sarana Village, Cihanjavar Village, Bojong District, Emak Hj. Iis Holisah is one that develops home businesses as the main source of income in their economy. He pursued the banana chips business for about three years. In an interview conducted on February 2, 2023, Hj. Iis Holisah explained the beginning of his business, production processes, product marketing activities and how to increase consumer loyalty. The establishment of the chip business began with the activities of Emak Hj. Iis Holisah who previously sold in the elementary school (SD) environment, then there was a Regent regulation that required elementary school children (SD) to bring food from home, and snacks were not allowed in the school environment. Over time Emak Hj. Iis Holisah then switched to selling processed banana chips. Eryptic k is processed conventionally and the production process is carried out by herself who is assisted by her husband. In one production process, approximately 50kg of bananas are needed every day. After the production process, UMKM owners immediately market their products by sending them directly to stalls.

The first activity in this community service is to collect data on the entire number of UMKM in Tanjung Sarana Village, this MSME actor data is obtained from the results of the latest data collection of MSME actors carried out by researchers, and this needs to be done to make it easier for researchers to carry out in the field so that they know clearly how many and the location of MSME actors. After that, the creation of a Business Identification Number (NIB) is carried out. The Business Identification

Number (NIB) is the identity of a business license issued by the OSS institution. NIB functions as a business license and operational license in accordance with its business field. NIB dissemination to: (1) Streamline the permit processing process; (2) Faster application for permits with automatic approval from the OSS system; (3) Simplify business licensing requirements. The first activity carried out is to socialize about NIB to the homes of UMKM actors and collect data on what type of business they run. After that, it was informed that there was socialization about NIB and the making of NIB at the Cihanjavar Village Hall.



Figure 1.1 Data collection of MSMEs in Tanjung Sarana Village, Cihanjavar Village.

The second activity is to provide education and assistance to UMKM actors. This activity was carried out at the Cihanjavar Village Hall with the concept of gathering MSME actors in Cihanjavar Village, especially residents of Tanjung Sarana Village with the concept of providing socialization. And this method is expected that UMKM actors can better understand the importance of the legality of the business of making a Business Identification Number (NIB). The supporting factor in making this Business Identification Number (NIB), the community is enthusiastic about legalizing their business, and the problem is that there are still some people who do not have Whatsapp and email for registration. The problem that arises, the occurrence of queues when registering for a Business Identification Number (NIB) account.

The third activity is the implementation of making social media facebook & whatsapp and sending products with packaging. This activity was carried out at the home of one of the banana chip UMKM activists, Emak Hj. Iis Holisah. The supporting factors of this activity are the great desire of UMKM players to further

develop their products, and obstacles when creating social media, namely the lack of knowledge about the use of gadgets, which is one of the factors of old age, problems that occur, slow understanding of the use of gadgets and social media. During service to UMKM actors, students are also guided how to make banana chips by UMKM actors.

In this activity, students provide direction and guidance to UMKM on how to develop banana chip production results on digitalization, namely marketing or selling banana chip products to the Facebook & Whatsapp marketplace which can be used or used as an alternative to offline sales or sales tools that require consumers to come directly to the location. Students conveyed 3 basic digital marketing strategies that are easy for novice business people to do, including: 1) Utilizing digital marketing; 2) Enable email; 3) Placing ads. A number of ideas and ideas contributed thoughts born from student studies can give birth to a broad and prolonged follow-up program by UMKM. Through this program, UMKM players will be motivated to actively participate and can increase the creativity of UMKM players in digital marketing.



Figure 1.2 Making a Business Identity Number (NIB) at the Cihanjawa Village Hall.



Figure 1.3 Handover of Banana Chips Product Packaging to Emak Hj. Iis Holisah

CONCLUSION

All human activities from various aspects should not be far from the utilization of digital technology. The high level of internet use produces an impact in the economic field, the internet is useful for gaining consumers, promoting goods, providing product reviews, building trust, and increasing profits. One of the efforts to maximize communication with customers for business continuity in the long term is to implement social media marketing. The existence of social media marketing to monitor and meet the needs and desires of consumers without being constrained by time. Business owners can carry out all business processes ranging from buying and selling activities, increasing demand and serving consumers online.

After mentoring the learning process of creating accounts and managing social media, business owners become interested in using whatsapp and facebook in helping marketing activities, business owners So have plans to develop business in the future because sosial Media marketing is more prospective to reach more consumers than conventional promotions. Business actors gave a positive response in this activity. The use of whatsapp and facebook media is considered to be able to reach consumers directly.

During the 40 days of service, it can be concluded that the implementation of the service can run according to the planned program even though there are some obstacles but these can be overcome, from the following activities:

1. Starting from a survey of UMKM actors, banana chips can identify problems. So that the design and implementation of the program during the service runs smoothly.
2. The application of digital marketing can be done well.
3. After training and debriefing on digital marketing, UMKM players can better understand it.

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