

PROMOTING LOCAL CULINARY PRODUCT IN SUKABUMI THROUGH PRODUCT NAMING AND COPYWRITING TRAINING FOR SME

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ABSTRACT

The abundant tilapia production encourages Limbangan Village to build a Small and Medium Enterprise (SME) named Saluyu by empowering homemakers to cultivate this potential. However, the production of processed tilapia faces problems in marketing, namely the declining sales figures, especially during COVID-19. Looking at the problematic marketing for processed tilapia products which is still not on track, product naming and copywriting can help promote the sales of its products and expand its market. For this reason, product naming and copywriting training with appropriate online marketing strategies are needed so that Saluyu can grow bigger. This Community Service aims to provide motivation and skills to partner communities to understand how to name products and promote an excellent online marketing strategy appropriately. The community service was held in Sukaraja District, Sukabumi, in September 2021. The method used was training for participants on product naming and copywriting. This activity was attended by 20 participants who followed with great enthusiasm, and lively discussions came after the material was presented. The results of this community service indicate that the training and meeting were fruitful in understanding product naming and online marketing strategies.

Keywords: *Copywriting, product naming, promoting, training, SMEs*

INTRODUCTION

Brownies are usually known to the public as famous cakes made from chocolate. However, in Sukabumi, special brownies are made with new tastes and high nutritional value. The cake is made with the essential ingredients of tilapia fish. This innovation was developed by a small and medium enterprise (SME) named Saluyu in Limbangan Village, Sukaraja District, Sukabumi Regency. Tilapia was chosen since it is healthy meat

that is low in saturated fat and contains high protein (Astuti, Syafriani, & Viora, 2020). Additionally, it is one of the innovations to flourish the domestic consumption of fish.



Figure 1. The Making of Processed Fish Product

Source: Primary data, 2021

Saluyu was initially able to process as much as 25 kg of fish and then increased to 600 kg, and its members increased from 10 people to 115 people at peak. In terms of achievements, Saluyu SME was very proud to have received some awards, one of which was the third-place winner of Adibakti Mina Bahari for the best independent fisheries group category in 2015.

Before the outbreak of COVID-19, Saluyu had many customers, but currently, very few customers come to visit the SME to purchase their products. This situation affects the level of production where they only produced 200 kg per month. This decline has been due to many people staying at home and buying other competitive products online.

Saluyu, however, did not have a social media platform specifically to promote their products. Technological developments certainly impact all levels

of society, including the residents in Limbangan Village, especially the homemakers of Saluyu SME. In announcing their local culinary products, the business owners may use social media, such as *Instagram*. Surprisingly, the SME occasionally appears in an *Instagram* hashtag where the product naming is still straightforward without paying attention to the strategic aspects when promoting a product.

Unfortunately, SMEs still did not understand general knowledge about the product's name and its benefit and function. The promotion made by Saluyu was relatively simple. Elisabeth, Aurum, and Rinaldi (2017) argued that As many as 20-33% of consumers were not interested in buying a product because the appearance was unattractive or unclear. The members of the SME did not know what information should be written and included in their development and how to attract potential buyers through interactive marketing strategies on digital platforms.

Based on the above background, the researchers were moved to help Saluyu promote the SME's products by providing training. The activities carried out in the training include product naming, copywriting, and social media management. Through this training, the researchers expected to improve two competence areas, namely knowledge and skills.

METHODOLOGY

The target audience is Saluyu SME, whose members are housewives and mothers who produce tilapia fish products in Limbangan Village, Sukaraja District, Sukabumi. The participating target audience is further expected to motivate others and innovate their businesses in the local area and beyond.

The method used in this community service was training and lecture. To increase knowledge (Hakim, 2019), the researchers provided training and counseling on product naming, copywriting, and online marketing. It is hoped that through this training session, the entrepreneurs from Saluyu SME will get to implement the knowledge and skills

RESULTS AND DISCUSSIONS

This training was held on 3 September 2021, at the village hall, Sukaraja District, Sukabumi. This activity was attended by 20 people and was expected to inform the results of this activity to other residents.

The SME still needs to improve the products for the product naming since they were not fascinating enough to attract potential customers. Current product names were still prevalent. Additionally, some information related to product ingredients is minimal that should comply with the rules.

In training, the participants learned that when a product is circulating in the market, it must have a catchy name so that people know it. In addition to building an image and reputation, giving the brand name also aims to help the product's sales. The more a brand gets recognition from the public, the more excellent the opportunity to reap enormous profits. Of

to facilitate the marketing of the unique tilapia fish products. In the end, it is hoped that there will be an increase in demand so that the business can run for the long term.

The procedures implemented in this activity consist of two stages. First, the team host technical guidance on creating an exciting name for a product, starting from how to choose appropriate images or photos, persuasive but not excessive language or captions, the use of hashtags, and so on. Second, the researchers provide training and assistance regarding detailed information on promotional content on social media like *Instagram* and e-commerce platforms such as *Shopee*.

course, the process also involves the distribution and promotion on a large scale. Because in today's digital era full of technological advances, the area for marketing products is getting wider. In short, no matter how good or unique a brand name or brand is on a product, if it does not get a maximum promotion, it will also not produce positive results.

In addition to training in explanations and descriptions of naming a product correctly and adequately, copywriting training is also provided. The housewives who attended had tilapia brownie businesses and other home businesses such as cassava chips and other processed fish foods. Therefore, participants also asked about the appropriate digital promotion for the products they produce.

Copywriting is the art of promoting and selling through writing (Asiani, 2020). It is a technique that every marketer and

Word choices to become a series of exciting sentences became one of the copywriting techniques given to participants. The SME partners understand that Instagram social media promotions require attractive photos, but captions or picture descriptions must be considered carefully to attract followers or netizens. Moreover, using hashtags on *Instagram* becomes one of the crucial elements in a promotion.

The use of social media as a local culinary promotion has been widely used. However, business owners sometimes still have little information on how to name and sell the product. Creating attractive products requires good copywriting techniques, so the product has more “value” than those that only carry out regular promotions (Wardiani, Iskandar, Anisyahrini, & Tresnawati, 2020).

CONCLUSION

The primary purpose of any training is to add value to participant performance, and in this case, it helps businesses communicate the products to (potential) customers as an ongoing activity. Based on the results of Community Service, it can be concluded that before partners can take advantage of social media technology by using the features on *Instagram*, they need to create unique product names first. Later on, they can develop the business by creating exciting content on *Instagram* for local culinary product promotion.



Figure 4. Participants at the Training

Source: Primary data, 2021

The participants who attended the training seemed enthusiastic and very motivated during this session. The enthusiasm of the participants could be seen from some of the questions they asked. It shows that their level of curiosity and interest in product naming, copywriting, and online marketing. It is hoped that the participants will apply the knowledge to their business.

The researchers distributed material handouts to the participants regarding product naming and copywriting during the training to make it easier to review. It is hoped that the participants can become agents of change for other local entrepreneurs to improve their home businesses.

Participants’ use of *Instagram* features includes clear and short captions, but very informative, including contact method, hashtags, and WhatsApp numbers.

Promotion through social media like *Instagram* is sufficient to help partners in promoting local food products. Not only relying on attractive product names and beautiful photos but assembling words in captions also requires an excellent copywriting technique and a good understanding of *Instagram*’s features.

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