

STRENGTHENING THE RESILIENCE OF MSME CERAMIC CRAFT GUWANG VILLAGE THROUGH DIGITAL MARKETING STRATEGY

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Abstract

Guwang Village is known for its handicrafts, one of many handicrafts is ceramic crafts. The occurrence of the Covid-19 pandemic and marketing strategies that are still conventional has led to a decline in the industrial sector making it increasingly difficult for people who have a business to sell their products, causing income by the business owner to decrease. The application of digital marketing strategies through social media can be the main choice for SME owners to do marketing. Lack of knowledge about digital marketing makes the products offered still not well known by the public. The solution that will be given is to development of knowledge and digital marketing assistance by utilizing social media as a forum for doing digital marketing. The method used is Participatory Rural Appraisal (PRA). The purpose of this activity is that the author wants to help SMEs in Guwang Village ceramics to strengthen MSME resilience through the application and assistance of digital marketing strategies. The activities that have been carried out have been able to increase the ability of ceramic handicraft MSME using digital marketing. By utilizing digital marketing as a medium for marketing, the product can be better known by many people and bigger to expand the market

Keywords: Ceramic Craft, Digital Marketing, SME

INTRODUCTION

The occurrence of the Covid-19 outbreak has had many impacts on the industrial sector of the economy where this impact is not only felt by large industries but also has an impact on MSME actors around the world, including MSME actors in Guwang Village.

Guwang Village is located in Sukawati District, Gianyar Regency with an area of 2,785km which is divided into 5 traditional banjars and 7 official banjars. Guwang Village is famous for its handicrafts, one of which is ceramics where these business actors are very dependent on tourism because the dominant business actors sell their crafts to hotels and spas.

The results of observations carried out on Friday, January 14, 2022, stated that many MSME actors in Guwang Village were affected by the Covid-19 pandemic, one of which was the ceramic craft industry. The decline in the industrial sector makes it increasingly difficult for market players to sell products because community activities are limited, causing a decrease in the number of consumers in a business which results in a decline in the community's economy so this causes a decrease in income by business actors. In addition, the marketing strategy

applied by MSME actors is also still classified as a conventional strategy, causing the business to be underdeveloped.

In this regard, the consequences of the Covid-19 pandemic have forced the ceramic SME players in Guwang Village to start looking for alternative solutions so that product sales continue to run smoothly, for example, by changing their target market, where MSME actors are no longer just not only focus on tourism but also reach the wider community. So it can be said in this situation that MSME actors must be more aggressive in marketing. By looking at the current situation of the Covid-19 pandemic, the existence of physical distancing and social distancing policies that require people to carry out activities at home, one alternative that can be applied by MSME actors in Guwang Village ceramics is by utilizing social media as a forum for marketing in an online manner. digital or what is commonly referred to as digital marketing to market products so that products are increasingly known by the public so that they can increase their income during this Covid-19 pandemic.

The rapid innovation and development of technology make the internet one of the media that is believed to be able to help stimulate the economic growth of the community (Santoso et al., 2021). One of the promotional media that is currently being loved by the public to support marketing activities is digital marketing, which is a marketing medium that is carried out using internet access assistance, utilizing social media, and other digital devices (Novitasari, Wijayanti, Sholeh, & Wijayanti, 2021). Social media can be the main choice that can be made by MSME actors to convey information and marketing to consumers so that communication between consumers and business actors can become easier and the marketing carried out becomes more effective. Utilizing social media also provides many advantages, where MSME actors can reach consumers directly, expand the market, and can reduce promotional costs (Rizaldi & Putranto, 2020).

However, there are still many MSME actors who do not understand how big the benefits and role of the application of digital marketing are (Jannatin, Wardhana², Haryanto, Pebriyanto, & Banjarmasin, 2020) including ceramic SME players in Guwang Village.

Due to the lack of knowledge of MSME actors about digital marketing, training and mentoring are needed. Based on this, the solution that the author can give to ceramic SME players in Guwang Village is to develop knowledge and assistance in digital marketing by utilizing social media as a forum for doing digital marketing.

This solution is given because based on the literature review that has been carried out, many community service activities carried out by conducting knowledge development and direct assistance to the community regarding digital marketing have a high success rate. Such as service activities carried out by (Diatmika & Yahya, 2021), (Santoso et al., 2021), (Prasetya, Sugiharti, & Fadhila, 2021), and (Mansir & Purnomo, 2021) (Zanuar Rifai & Meiliana, 2020).

The purpose of this community empowerment activity is that the author wants to help SMEs in Guwang Village ceramics to strengthen MSME resilience through the implementation and assistance of digital marketing strategies.

IMPLEMENTATION METHOD

This community service activity is carried out using the Participatory Rural Appraisal (PRA) method, which is an approach to active community participation in the information dissemination process that is being carried out from the initial stage in the form of preparation

to the end in the form of an evaluation that leads to receiving benefits for the community (Herdiana, Heriyana, & Suhaerawan, 2019). The stages carried out in this program are:

1. Initial and Planning Stage

In this early stage, the author surveyed the Guwang Village environment. Furthermore, the authors interviewed and observed groups of ceramic craftsmen to find out the problems they faced. From the results of observations, solutions will be sought to solve the problems and proceed with compiling a work program that will be carried out.

2. Implementation Stage

Activities that will be carried out at this stage, namely counseling related to digital marketing and social media as a forum for doing digital marketing and mentoring (Susanto et al., 2020). In community empowerment activities, what is meant by mentoring is an activity by placing assistants who have roles as facilitators and communicators. The purpose of the assistance itself is so that the community being assisted can be empowered, according to the goals and objectives (Deptan, 2004). The mentoring activities in question are assistance in making social media, doing product documentation, making logos, and uploading product documentation results.

3. Stage of Monitoring

At this stage, the supervision that will be carried out is to routinely monitor activities carried out on social media belonging to the Ceramic Handicraft MSME group in Guwang Village.

4. Evaluation and Final Stage

At this stage, an evaluation is carried out regarding the activities that have been carried out previously. The final stage of this service activity is the submission of social media accounts to the Ceramic Craft MSME group in Guwang Village.

RESULTS AND DISCUSSION

1. Initial and Planning Stage

One of the problems that occur in Guwang Village is the number of MSME actors in Guwang Village who are affected by the Covid-19 pandemic, including ceramic handicraft SMEs, lack of marketing is also one of the causes of the lack of development of the business. Give to the perpetrators of MSMEs in ceramic crafts in Guwang Village by developing knowledge and assisting digital marketing by utilizing social media as a forum for doing digital marketing. The development of digital marketing knowledge will be carried out through counseling. In this counseling, the group of UMKM actors in Ceramic Crafts in Guwang Village will be given education about the importance of implementing digital marketing today. Counseling will be conducted online through Google Meet considering the high number of cases of Covid-19 of the Omicron variant at this time. The residents who were invited to this counseling were a group of UMKM actors in Ceramic Crafts in Guwang Village. Then, for assistance, the group of MSMEs in Ceramic Crafts in Guwang Village will be carried out directly related to creating social media accounts, product documentation, product design, and

managing social media accounts.

2. Implementation Stage

a) Counseling regarding Digital Marketing

At this stage, counseling related to digital marketing and social media is carried out as a forum for doing digital marketing. The author provides education about how important it is to do marketing digitally in the digital era as it is today, coupled with the current pandemic situation which makes people's activities increasingly limited, making it very difficult to do conventional marketing. In addition, the author also provides education about the benefits provided in doing digital marketing so that the business becomes more developed. This activity is carried out online through Google Meet where the material is delivered using the help of PowerPoint media. This activity was attended by a group of MSMEs in Ceramic Crafts in Guwang Village. The number of participants who attended was 15 people with an enthusiasm which could be considered good, judging from the feedback they gave during the counseling.



Figure 1. Counseling conducted online

b) Assistance in Creating Social Media Accounts

In this activity, the author assists a group of ceramic SME actors in Guwang Village in creating social media accounts in the form of Facebook and Instagram which will later be used as a forum for product marketing. Creating a social media account will begin with creating an email account. After that, proceed with the blinding of Facebook and Instagram accounts. The author chose Facebook and Instagram because both media are global social media and the easiest to learn for beginners who are new to social media. After the two accounts are established, then the two accounts will then be linked to make it easier for users to promote.



Figure 2. Facebook and Instagram page of Agung Grazinia Ceramics Group

c) Product Documentation Assistance

Ceramic products that will be promoted on social media will be documented first. The author educates how to take good documentation so that the results of the documentation can make consumers more interested in the products offered. The tools used in taking this product documentation are digital cameras and cellphone cameras which then the photos will be slightly edited using an editor application to give effects to make the photos look more attractive. The results of this documentation will then be uploaded to the social media accounts that have been created.



Figure 3. Product documentation results of the Agung Grazinia Ceramics Group

d) Logo Design Assistance

This logo design assistance aims to make Ceramic Craft SMEs in Guwang Village have a business identity. So far, the Ceramic Handicraft UMKM group in Guwang Village does not yet have a company logo, even though the logo is an important thing for a company because the logo is an identifier for the company itself. The logo created will be installed as a profile photo on the social media account that has been created. Through this logo design assistance, it is hoped that social media users will more easily recognize accounts belonging to this group of ceramic SME actors in Guwang Village. Here is the logo belonging to the Agung Grazinia Ceramics group:



Figure 4. Logo of the Agung Grazinia Ceramics Group

The meaning of the logo above is:

- a. Meader ornament is one of the famous ancient ornaments originating from Greece. This ornament is icon that has become an icon at Agung Grazinia Ceramics.
- b. The jar is one of the ceramic works which in Chinese philosophy symbolizes wealth.
- c. Brown color symbolizes the color of clay as a ceramic raw material.
- d. The red color symbolizes a color that can increase energy and attract attention.

e) **Social Media Account Management Assistance**

After the author assists in the creation of social media accounts, product documentation, and logo design, the next author assists in managing social media accounts. In this activity, the group of SMEs in ceramics was taught how to use social media well. Starting from uploading content regularly, recognizing audiences, building solid relationships, and providing attractive visuals to give people a reason to follow, like, comment, and buy products.



Figure 5. Assistance in managing social media accounts for the Agung Grazinia Ceramics Group

3. Stage of Monitoring

At this monitoring stage, the Ceramic Craft MSME group in Guwang Village was given training in monitoring activities that occur on each account, both Facebook and Instagram. Monitored activities such as incoming messages, comments, and more. This activity is monitored every day so that account managers can respond quickly.

4. Evaluation and Final Stage

The evaluation was carried out starting with counseling related to digital marketing, assistance in creating social media accounts, product documentation, logo design, and managing social media accounts. Evaluation is carried out to determine the level of achievement of this service so that follow-up efforts can be made. Based on the evaluation results, all work programs have been realized 100% under the plans that have been prepared and the work programs have been carried out well.

Table 1. Activity evaluation results

Before Activity	After Activities
Don't know about digital marketing	Already know about digital marketing, such as how to do digital marketing and its advantages
The Guwang Village craft MSME group does not yet have a social media account	The Guwang Village handicraft MSME group already has a social media account to do digital marketing, for example: Facebook: Agung Grazinia Ceramics Instagram: Agung.garcinia
The group of SMEs in Guwang Village crafts does not yet know how to take good product photos so that consumers are interested in the product	The group of SMEs in Guwang Village crafts already knows how to take product photos so that consumers are interested in the product in the future sales are expected to increase
The Guwang Village craft MSME group does not yet have a business logo	The Guwang Village handicraft MSME group already has a business logo as a sign to identify their business
The group of SMEs in Guwang Village crafts does not understand how to manage social media accounts	The Guwang Village handicraft MSME group already understands how to manage social media accounts, such as how to upload photos, check incoming messages, and others.

After an evaluation of the service activities that have been carried out, the next activity is the submission of social media accounts to groups of ceramic SME actors in Guwang Village for the future so that they can be managed further.

CONCLUSION

The service activities that have been carried out to help solve the problems that are being faced by Micro, Small, and Medium Enterprises in Ceramic Crafts in Guwang Village have been going well and according to plan. The activities carried out have been able to improve the ability of the community of ceramic handicraft SMEs in Guwang Village in doing digital marketing. By utilizing digital marketing as a medium for marketing, the products that have been produced become better known to the wider community, so this can provide greater opportunities for the public to expand the market. Implementing digital marketing in marketing is hoped can support the development of the company and can increase the amount of revenue.

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